



# Town of Greece Comprehensive Plan

Land Use, Community & Economic Development



FEBRUARY 25, 2020

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# TABLE OF CONTENTS

<b>INTRODUCTION .....</b>	<b>6</b>
Plan Purpose .....	8
Planning Horizon .....	8
Planning Process .....	8
Demographics .....	12
Fiscal Status .....	14
Previous Plans & Studies .....	16
 <b>VISION .....</b>	 <b>18</b>
 <b>PRIORITY AREAS .....</b>	 <b>20</b>
Economic Development: The Changing Retail Market .....	22
Economic Development: Employment & Industry.....	34
Infrastructure & Services .....	42
Housing.....	52
Waterfront .....	64
Development Framework Plan.....	78





# VISION

The Town of Greece will continue to grow in a **fiscally responsible** and **sustainable** manner, while adapting to changing demographics, market trends, and housing needs. We will foster an environment for **economic growth** to encourage **diverse employment opportunities**, meet an increasing **demand for goods and services**, and **expand the tax base**. The Town will **build up community resiliency** and protect its **quality infrastructure**. We will embrace **innovative solutions** in government and be responsive to the growing need for public services, while prioritizing **quality of life** for our residents, now and into the future. Greece will remain a **safe, desirable place to do business** and for **people of all ages** to live, work, and play.





# INTRODUCTION





# OVERVIEW

## Plan Purpose

The primary purpose of a Comprehensive Plan is to put the community's vision for its future on the record. Any development proposal or action, whether private or public, should take into consideration the Town's vision as expressed in the Plan, and be consistent with its stated priorities.

A Comprehensive Plan provides an accessible and clear guide for entities seeking to undertake a project in the community. It provides them with a better understanding of what the Town is likely to approve and the types of actions that are preferred. It also provides the Town with greater leverage to influence planning activities and programs instituted by other governmental authorities, such as Monroe County or New York State agencies, who are required to take local plans into consideration. In the absence of a thoughtful Comprehensive Plan, many communities experience unanticipated consequences from private and public investment. This Plan strives to avoid these consequences and ensure the Town achieves its overall vision.

Once completed, a plan directly or indirectly influences and aids many municipal functions and initiatives. These include, but are not limited to:

- o **Grant acquisitions**

Federal, state, and local funding opportunities have become increasingly tied to the presence of a current and well-developed

Comprehensive Plan. An updated Plan that highlights intended future initiatives can help bolster any grant application for related funding opportunities.

- o **Zoning, subdivision and land development**

A Comprehensive Plan can inform future regulatory changes in a municipality. Over time, regulatory tools such as zoning, design standards, and subdivision requirements should be brought into conformance with the Comprehensive Plan.

- o **Budgeting and capital improvement planning**

The Comprehensive Plan can be used as a tool during the municipal budgeting process. The projects and programs contained in the Plan are often included in the budgeting process to ensure the community's priorities are being considered and addressed.

- o **Cultural and economic development efforts**

Many communities across the Country are undertaking non-traditional efforts to foster a sense of place and enrich the character of their towns, cities, and villages. Examples include the creation of attractive streetscapes and cultural spaces and innovative economic development strategies to retain existing and foster new investment in the community.

## Planning Horizon

A planning horizon is defined by the length of time for which this plan is considered relevant for the Town. For this Comprehensive Plan update, the planning horizon is intended to be 10 years, or to 2030. However, it is essential that the contents of this plan are reviewed and updated by the community as conditions change, and that the community dialogue that helped to develop this Plan continues.

## Planning Process

Due to shifts in demographics and the economy that are occurring locally as well as nation-wide, the Town decided that an update to the 2001 Comprehensive Plan is crucial in order to ensure that any future investment in the Town capitalizes on national trends and addresses local needs and opportunities.

The planning process for this Comprehensive Plan update was a joint effort undertaken by Town Staff, the Project Advisory Committee, and stakeholders on behalf of Town residents.

The advisory committee was comprised of local business owners, residents, and other interested individuals who all volunteered their time and effort to take on this important planning process. The role of the Committee was to help direct the contents and message of the plan based on their representative opinions and visions for all Greece residents and stakeholders.

# PROJECT TIMELINE

A summary of the key milestones and meetings undertaken as a part of this planning process are summarized below:



## COMMONLY USED ACRONYMS

There are numerous agencies, organizations, and planning references used throughout this document. The following list provides the acronyms for the most commonly used names and titles:

- » ACS - American Community Survey
- » CDBG - Community Development Block Grant
- » DEC - Department of Environmental Conservation
- » DOH - Department of Health
- » DOT - Department of Transportation
- » DPW - Department of Public Works
- » MC - Monroe County
- » NYS - New York State
- » SEQRA - State Environmental Quality Review Act
- » US - United States

“AMONGST THE MOST IMPORTANT POWERS AND DUTIES GRANTED BY THE LEGISLATURE TO A LOCAL GOVERNMENT IS THE AUTHORITY AND RESPONSIBILITY TO UNDERTAKE COMPREHENSIVE PLANNING AND TO REGULATE LAND USE FOR THE PURPOSE OF PROTECTING THE PUBLIC HEALTH, SAFETY, AND GENERAL WELFARE OF ITS CITIZENS.”

- NYS TOWN LAW §272-A(1)(B)

# DEMOGRAPHICS

## Greece by Population

The Town of Greece is a first-tier suburb of the City of Rochester (Figure 1) that, as of 2017, had approximately 96,842 residents. This makes Greece the largest town in Monroe County and the 11th largest town in New York State. Greece's population grew rapidly through the mid-20th century as households across the nation were moving away from urban centers into nearby suburbs. Since the turn of the 21st century, Greece's population has leveled off and has remained stable for the past two decades (Figure 2). The population density of the Town is approximately 2,000 people per square mile, similar to other inner-ring suburbs of Rochester such as Brighton and Irondequoit.



Figure 1: Location of Greece in Monroe County

## Greece by Age

The median age in Greece in 2017 was 43.8, up from 39.0 in 2000. The largest age group in the Town is between 35-54 years old, approximately 25% of the population (Figure 3).

In 2000, school aged children accounted for 6% more of the population, and those over 55 years of age accounted for more than 10% more of the population than in 2017. These trends suggest that overall the Town is aging and either attracting fewer families with children or experiencing a migration of families to other communities. The aging population of the Town, however, is reflective of both regional and national trends, as one of the largest generations, the baby boomers, is reaching retirement age.

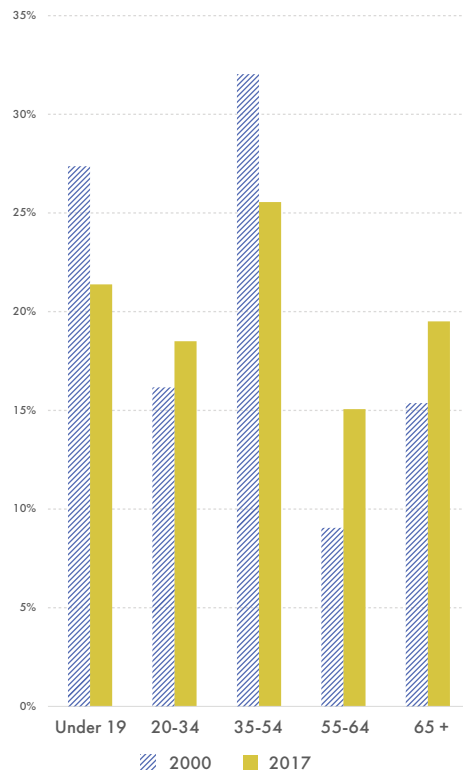


Figure 3: Age Distribution  
Source: American Community Survey

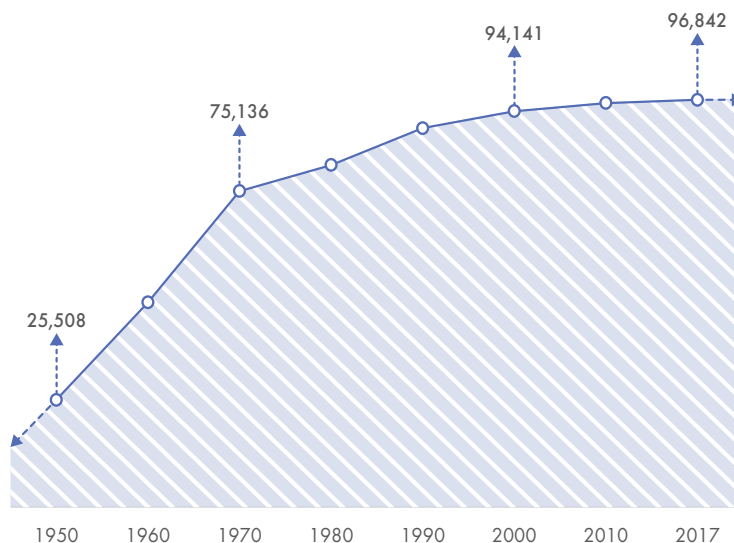


Figure 2: Population by Year  
Source: US Decennial Census, American Community Survey



## Greece by Socioeconomics

The 2017 median income in Greece was \$57,202; indicating that the Town primarily consists of middle-income households. The poverty rate is 8.4%, which is lower than that of New York State (11.3%). However, this rate is the 7th highest of the 20 towns within Monroe County. Greece's unemployment rate in 2017 was 4.7%, also lower than that of New York State (6.8%), but about the same as the average for Monroe County towns (Figure 4).

The majority of Greece residents (92%) are high school graduates. More than one third have an associates degree or some college training, while another third have attained a bachelor's degree or higher (Figure 5).

The Town's population has diversified over the years, with the population of non-white residents doubling between 2000 and 2017 (Figure 6).

Educational Attainment

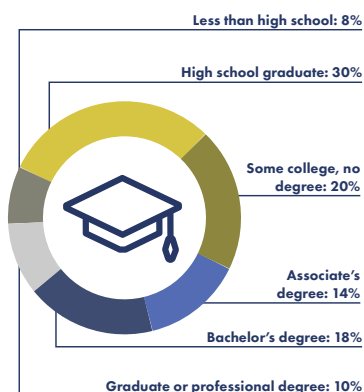


Figure 5: Educational Attainment of Residents

Source: American Community Survey 2017

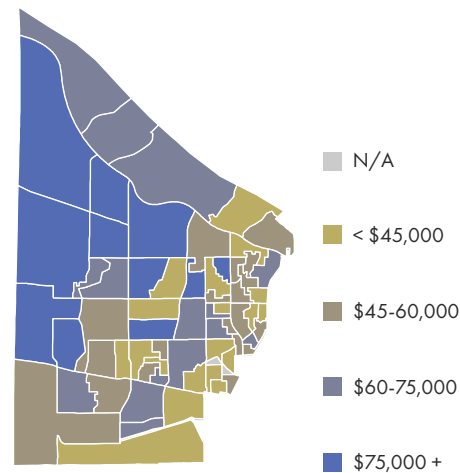


Figure 7: Household Income by Census Block Group

Source: American Community Survey 2017

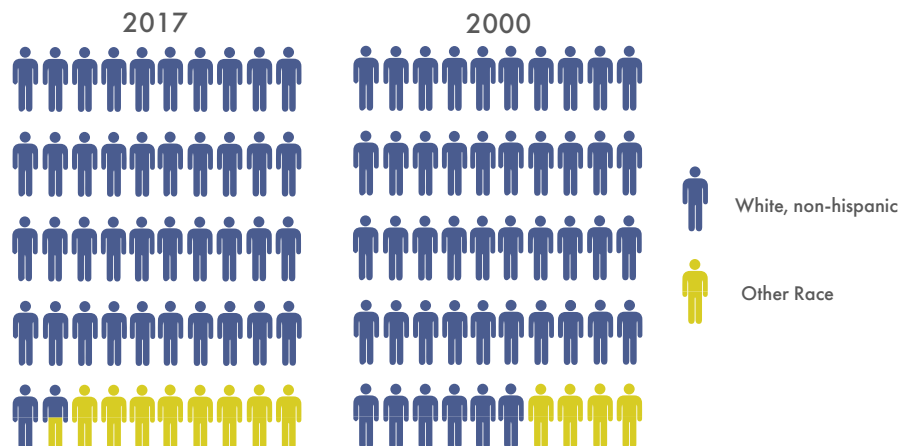


Figure 6: Racial & Ethnic Composition

Source: American Community Survey 2017

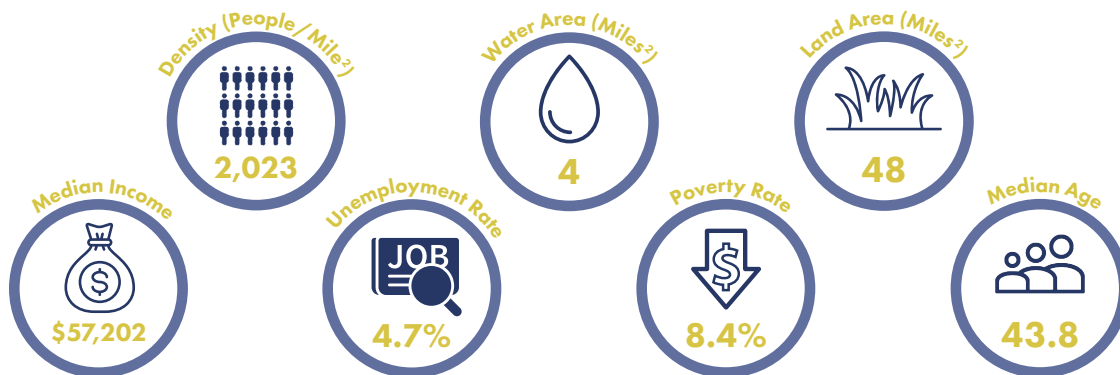


Figure 4: Greece at a Glance Source: American Community Survey 2017

# FISCAL STATUS

A clear understanding of the Town's fiscal situation is necessary for sound planning efforts and to provide recommendations that foster further growth. The Comprehensive Plan recommends policies and projects to ensure the Town of Greece's fiscal wellbeing in future decades. Consideration was given to current land use patterns and the revenue they produce, along with the Town's fiscal practices. The following analysis and synopsis of the Town's fiscal policies is intended to be one of several tools policy makers can utilize to evaluate future initiatives and provide recommendations to guide the Town's decision making.

As of 2019, the Town of Greece contains approximately 34,183 parcels, which cover nearly 48 square miles. In a simplistic way, the Town's land use classifications can be classified as residential, commercial, industrial, and utilities which are represented in the forms of the different zoning districts, which regulate the type of uses and development in said districts. These classifications when multiplied by the latest town tax rate of \$6.22 per \$1,000 assessed value (e.g. Fire District, School District, town-wide drainage, etc.) provides the overall tax amount paid for a particular parcel. However, for the purpose of this discussion, we will not include the additional district fees and will provide only the amount of revenue generated directly to the Town by the different land use

classifications on an annual basis. The amount of revenue generated for 2019 is shown in the table below: Greece is predominantly a

Land Use	Revenue Amount	Revenue Share
Residential	\$26,297,174.71±	79.9%
Commercial	\$5,054,186.89±	15.3%
Industrial	\$668,828.09±	2%
Utilities	\$912,868.50±	2.8%
<b>Total</b>	<b>\$32,933,058.19±</b>	<b>100%</b>

residential community, with only around 7 to 8% of its land area dedicated to commercial or industrial development. By its nature, residential land use is the primary benefactor of services provided by a municipality, including infrastructure maintenance, emergency response, and recreation to name a few. While residential areas demand services, they typically do not generate enough tax revenue to cover those services. Commercial and industrial land uses tend to be valued higher and therefore generate more tax revenue per acre than residential uses. Depending on the makeup of a given community, there may be enough commercial and industrial tax revenue to help offset the cost of services for residential areas and thereby reduce the tax burden on residential properties.

While revenue is vital to provide services to businesses and residents, one of the most critical policies for any form of government is its ability to balance the budget. The Town of Greece has been and will continue to

be committed to responsible spending and financial management, while providing its residents with a high standard of services and infrastructure.

The Town of Greece has modeled its fiscal policies in the same way as our local businesses and residents do, by not spending more than the revenue they receive, and by putting fund balances to work through responsible investment.

While there are numerous resources available to determine the fiscal status of a government entity, there are two resources which are utilized frequently, that being the Office of the New York State Comptroller's Fiscal Stress Monitoring System and the Standard and Poor's Credit Rating System. The Office of the New York State Comptroller oversees the fiscal affairs of local governments and ensures that local governments use taxpayer money effectively and efficiently to promote the common good. While the Standard and Poor's Credit Rating System provides a standardized assessment about an issuer's likelihood to meet its financial obligations in full and on time.

Since 2014, the Town of Greece has witnessed a significant decrease in its overall Fiscal Stress Classification, as determined by the Office of the New York State Comptroller. In 2014, the Town scored 19.6, which places



Fiscal Stress	Point Range (out of 100)
Significant	65-100
Moderate	55-64.9
Susceptible	45-54.9
No Designation	0-44.9

the Town in the “No Designation” category. The “No Designation” category is given to those entities who range from 0.0-44.9 out of 100 points and is the best designation a municipality can receive. Currently, the Town scores a 1.7, which is nearly a 91.3% decrease since 2014.

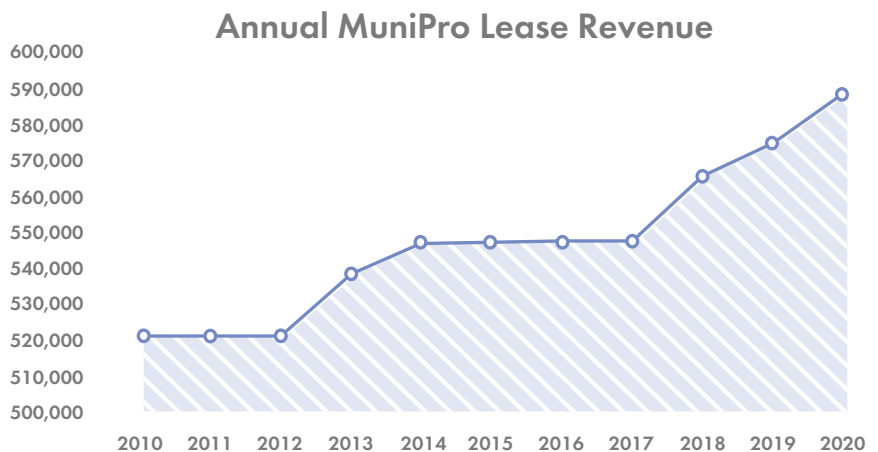
In addition to the Fiscal Stress Score, the Town has received a favorable score from the Standard and Poor’s Credit Rating System. Currently, the Town of Greece has a credit rating score of AA, meaning that the Town’s capacity to meet its financial commitments on the obligation is very strong.

MuniPro, Inc., is the Town of Greece’s non-profit economic development corporation, formed in 1996 pursuant to New York State Not-for-Profit Corporation Law. The mission of MuniPro is to acquire, hold title to and/or sell real property, and collect the income from said real property, and to remit the net income from such property to the Town of Greece and by doing so, lessening the burdens of government and acting in the public interest. The Revenue generated by MuniPro is then transferred to the Town to be utilized in the Town’s general budgetary fund. Since 2010, MuniPro has generated \$520,000 to \$590,000 annually in additional

revenue, in the form of lease payments, to the Town of Greece in effort to offset the cost to taxpayers.

NYCLASS is a short-term, highly liquid investment fund, designed specifically for the public sector and provides the opportunity to invest funds on a cooperative basis in short-term investments that are carefully chosen to yield favorable returns while striving to provide maximum safety and liquidity. Participation in NYCLASS is available to any municipal corporation or special-purpose district empowered under New York State statute, which includes counties not within the City of New York, cities, towns, villages, school districts, boards of cooperative educational services, and fire districts. Through its participation in NYCLASS, the Town of Greece has been able to maximize its investments to provide additional tax relief for its residents and businesses. As of 2019, the Town has accumulated approximately \$785,000 in annual interest earnings through its participation in NYCLASS.

While the Town of Greece’s policies are aimed at controlling spending and maintaining or reducing the tax rate, the Town has also been pursuing alternative revenue sources to offset the tax burden on its residents and businesses. The Town’s alternative revenue sources include revenue generated by MuniPro, Inc., and through participation in New York Cooperative Liquid Assets Securities System (NYCLASS).

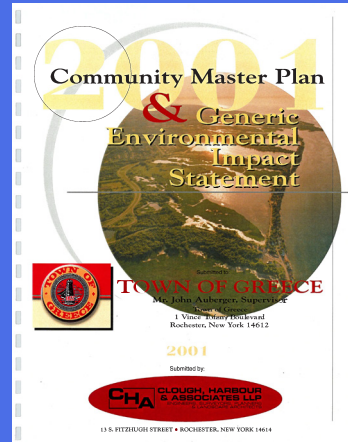




# PREVIOUS PLANS & STUDIES

Over the last two decades the Town of Greece has completed several plans and studies to refine and execute its long term vision and goals. These documents have provided guidance on a wide range of community issues and opportunities, including, but not limited to, utility infrastructure management, streetscape improvements, land use recommendations, parks and recreation facilities, and climate resiliency planning.

The foundation of these plans and studies is the Town's Master Plan. Most recently updated in 2001, the Master or Comprehensive Plan has served as a continuous statement of community values and direction. To ensure this Comprehensive Plan update reflects the most recent Town planning efforts and ensures further consistency in implementation, the relevant plans and studies to this project have been summarized in this section.

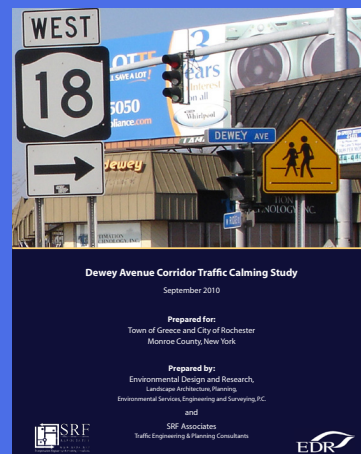
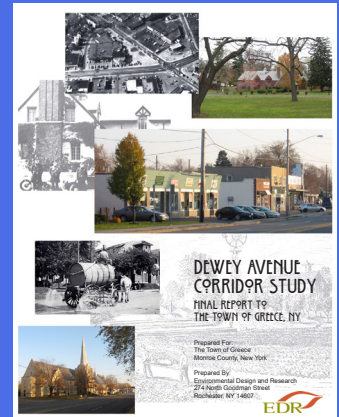


## 2001 MASTER PLAN

The 2001 Master Plan's intent was to shape how the Town functions as a community and reveal the community's collective aspirations, values, and vision for the future. Included in this plan are goals, objectives, and recommendations for housing, recreation and open space, land use, the economy, transportation, utilities, and historic resources.

## 2007 DEWEY AVENUE CORRIDOR STUDY

This study area encompasses the Dewey Avenue Corridor from the City line to Latta Road. It contains recommendations that address a wide range of topics including transportation, land use, and design considerations along the corridor.



## 2010 DEWEY AVENUE TRAFFIC CALMING STUDY

The purpose of the traffic calming study is to evaluate the options for reducing the adverse impacts of vehicular traffic on pedestrian circulation on Dewey Avenue from Latta Road to Ridge Road West.



## 2016 FLOOD SMART ACTION PLAN

This study develops a coordinated approach to floodplain management in the Village of Hilton, Town of Parma and Town of Greece to protect life, health and property against flooding damage; minimize municipal costs related to flooding; reduce the financial burden of flood impacts and insurance on property owners; shorten business interruptions caused by flooding; keep an eye towards improving water quality with floodplain management strategies; and promote collaborative, strategic floodplain development and management.

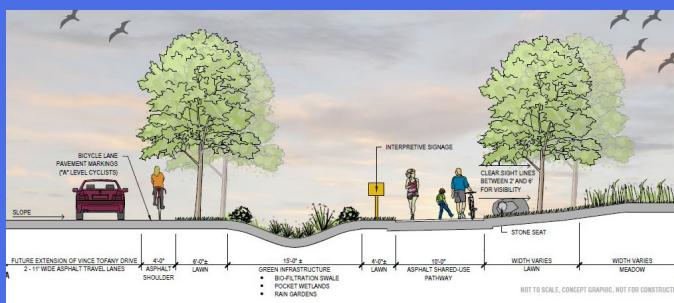
## 2014 HOJACK TRAIL FEASIBILITY STUDY



The purpose of this study was to assess the feasibility of developing a 6 +/- mile multi-use trail with associated trail amenities along the former Hojack Rail Lane from the NYS Route 390 Bike Path to the Village of Hilton.

## 2016 PARKS & RECREATION MASTER PLAN

The purpose of the Town of Greece Parks and Recreation Master Plan is to be an expression of the community's needs and desires for leisure space and recreation opportunities.

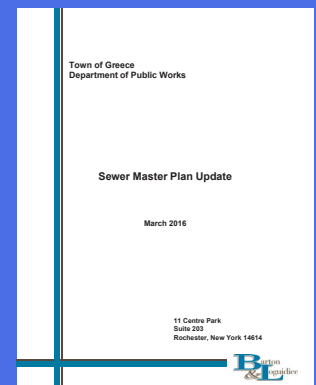


This Bicycle and Pedestrian Master Plan puts forth a strategy to accomplish the Town's vision of a safer, more convenient non-motorized transportation network.

## 2014 BICYCLE AND PEDESTRIAN MASTER PLAN

## 2015 SANITARY SEWER MASTER PLAN

This study contains detailed planning of proposed trunk sewer specifications to accommodate future development in Greece.





# PUBLIC INPUT

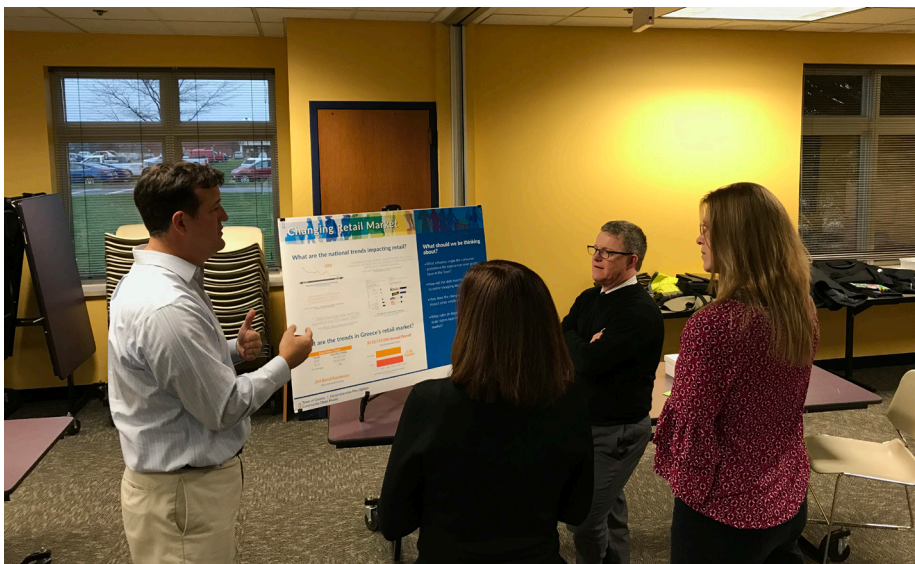
Public outreach efforts for this planning project included meetings with a Project Advisory Committee, stakeholder interviews, and two public forums.

## Project Advisory Committee

A Project Advisory Committee met multiple times throughout the planning process. This committee was comprised of representatives from across the community and provided invaluable feedback and ideas that informed the plan.

## Stakeholders

Several key community stakeholders were engaged during the plan's development. Their feedback provided a unique perspective and insights to strengthen the vision and priorities of the plan.



*Above: November 2018, Community Forum*

## Public Forum #1

The Town of Greece held a Public Forum on November 15, 2018. This event was held to initiate the process of updating its 2001 Master Plan. The Forum provided the opportunity for residents, property owners, and other stakeholders to learn about the planning process and offer input on five key topics:

- Housing & Neighborhoods
- Mixed Use & Walkability
- Business & Economic

- Development
- Waterfronts
- Changing Retail Market

## Public Forum #2

On December 12, 2019, the Town held a Public Forum at Town Hall. This event was held to introduce the community to content of the Draft Plan, including background information, vision, and goals. The Forum provided an opportunity for residents, property owners, and other

stakeholders to review draft material and offer their own input. In addition to the consultant team and Town Staff members, several advisory committee members and elected officials were in attendance to interact with the public and answer questions.



## What we heard from Greece's Residents & Stakeholders!

**"Diversify housing stock"**

**"Continue to simplify development review process"**

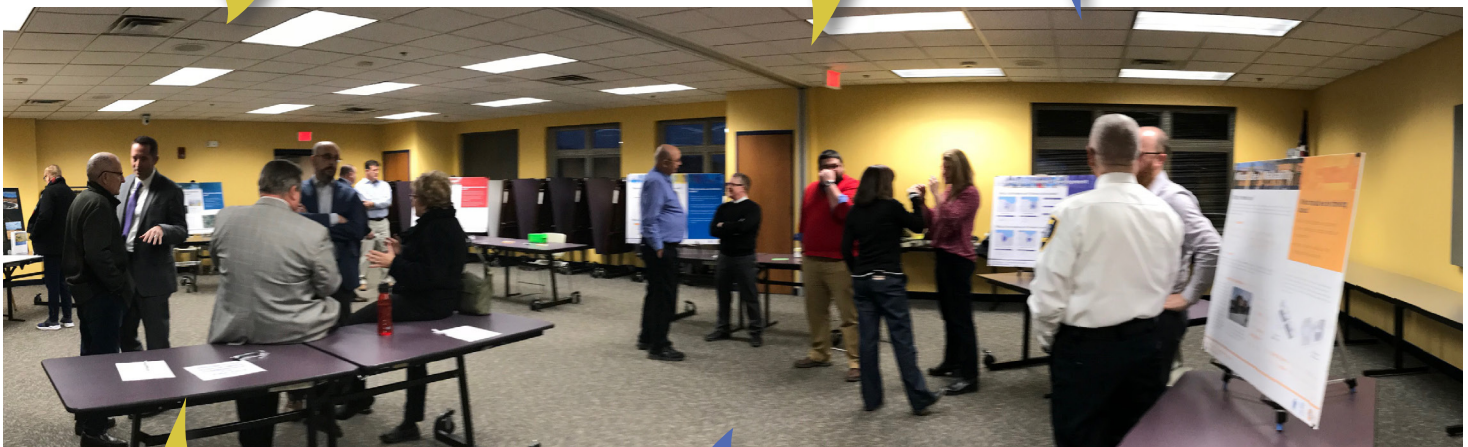
**"Continue to improve public access to the waterfront"**

**"Housing should be a focus on the Canal to get things going"**

**"Create compact, walkable, mixed-use activity nodes"**

**"Infrastructure must keep pace with development"**

**"Job creation is critical"**



**"Be nimble in regards to changing retail market"**

**"Build upon our assets, like the Canal, lakefront, parks, retail centers, & health services"**



# VISION

## What is a vision? Why is it important?

A vision is a statement generally describing the principles and priorities of the Town toward which all actions are aimed. It is derived from residents' aspirations for a quality community-based lifestyle. Ideally, the vision contained in this Plan should provide guidance for a 10-year horizon. As conditions change over this 10-year time frame, the vision may be amended as needed.

The Town of Greece will continue to grow in a **FISCALLY RESPONSIBLE** and **SUSTAINABLE** manner, while adapting to changing demographics, market trends, and housing needs. We will foster an environment for **ECONOMIC GROWTH** to encourage **DIVERSE EMPLOYMENT OPPORTUNITIES**, meet an increasing **DEMAND FOR GOODS AND SERVICES**, and **EXPAND THE TAX BASE**. The Town will **BUILD UP COMMUNITY RESILIENCY** and protect its **QUALITY INFRASTRUCTURE**. We will embrace **INNOVATIVE SOLUTIONS** in government and be responsive to the growing need for public services, while prioritizing **QUALITY OF LIFE** for our residents, now and into the future. Greece will remain a **SAFE, DESIRABLE PLACE TO DO BUSINESS** and for **PEOPLE OF ALL AGES** to live, work, and play.







# PRIORITY AREAS

## What are priority areas? Why are they important?

Priorities and goals describe a key issue or opportunity facing the community and the Town's response to it. The priorities and goals include recommendations that articulate a range of actions including regulatory changes, capital improvements, and organizational efforts. Ideally, priorities and goals in this Plan should be useful for the 10-year horizon. As conditions change over time, the priority areas may be amended accordingly.

The Town of Greece's priority areas include:

- **ECONOMIC DEVELOPMENT**
- **INFRASTRUCTURE & SERVICES**
- **HOUSING**
- **WATERFRONT**



# ECONOMIC DEVELOPMENT: A SHIFT IN THE RETAIL MARKET





# BACKGROUND

## A History of Commerce

The Town of Greece, and in particular Ridge Road, has a long history of commerce and trade. Ridge Road has origins as a trade route dating back to the 18th century, when it was used by the Algonquian and Iroquois as a foot trail.

The foot trail evolved into a dirt road in the 19th century, and by the early 20th century it was a paved route and was developing into a major destination for retail shopping. Historically, these retail stores were locally owned and operated stores and served the nearby residents for their daily needs. However, the rise of the automobile quickly swept over the area and eventually led to strip malls and national big box stores that served not only the local residents but the region as a whole.

This shift from local to national retail persisted for several decades and over time has evolved into the current form of retail that exists in the Town. The photos to the right show the evolution of Ridge Road from 1909 to present day.



# NATIONAL CONTEXT

The shifts in the retail market that Greece is experiencing is a reflection of what is occurring across the country. Shifting preferences regarding spending behavior has led to the decline of many forms of retail shopping, most notably regional malls that gained popularity in the early 1980's. E-commerce has generally replaced trips to a brick-and-mortar retail storefront, despite accounting for only about 10% of retail sales (Figure 8). To add to this, consumers are increasingly interested in purchasing "experiences" over commercial goods. These trends have resulted in American consumers becoming decreasingly interested in the retail experience of malls and big-box stores, indicating a need for a shift in retail development across the nation, including within the Town of Greece.

## E-Commerce Retail Sales as a Percent of Total Sales

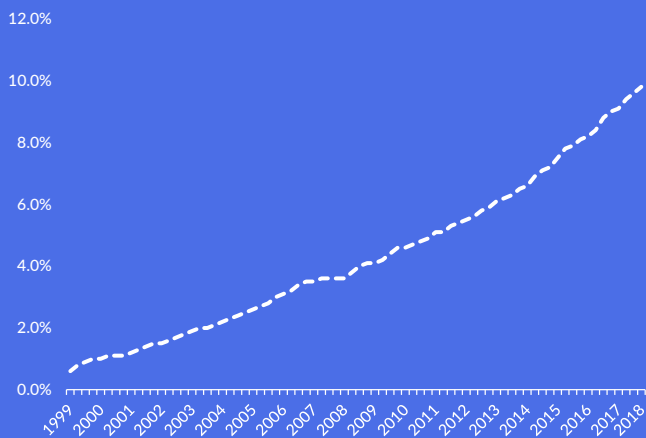


Figure 8: National E-Commerce Retail Sales Trends

Source: Saint Louis Federal Reserve Bank

**"ONLY ONE LARGE NEW MALL HAS OPENED IN THE U.S. SINCE 2007."**

Source: Places, "The Decline of the Traditional Mall and the Evolution of Experiential Shopping"

## NATIONAL RETAIL SALES DECLINE BY SECTOR (2007-2012):

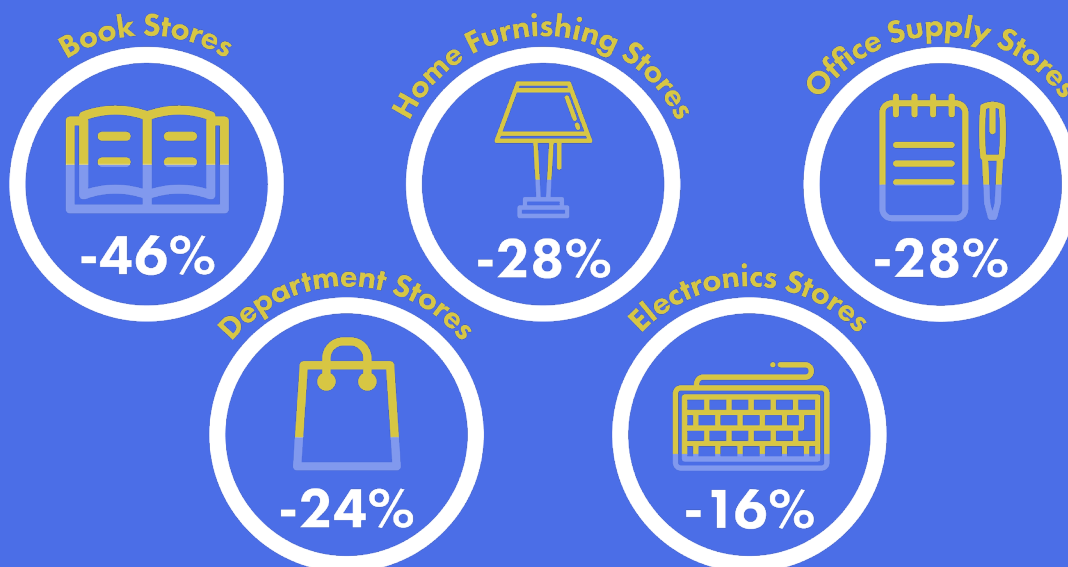


Figure 9: National Retail Sales Trends

Source: 2007 & 2012 US Economic Census



## Retail Shifts by Town (2007-2012)

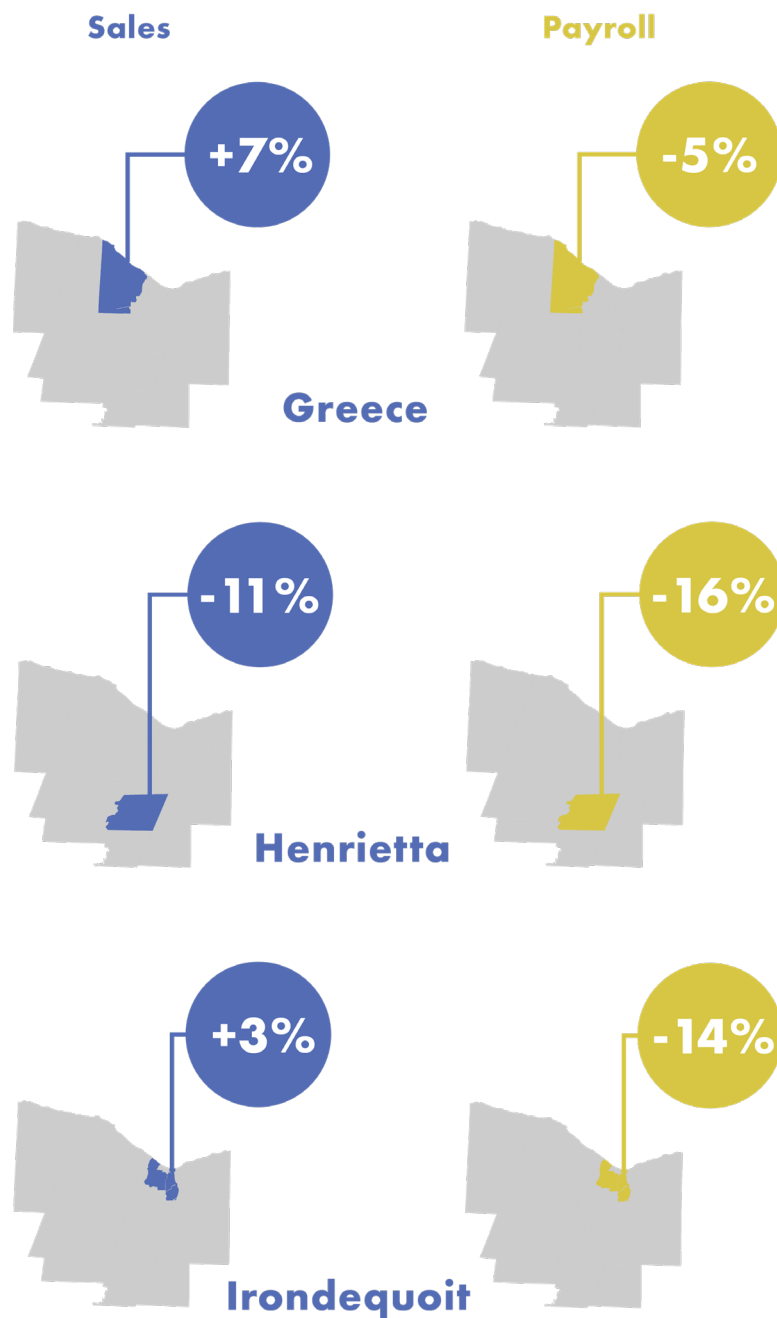


Figure 10: Retail Shifts by Town (2007-2012)

Source: 2007 & 2012 US Economic Census

## Regional Role

Greece has historically been a major retail center for northwestern Monroe County, as well as for communities in adjacent counties. Greece comprises 16% of retail sales for Monroe County and has remained a relatively consistent percentage of total county retail sales for the past two decades.

While Greece's retail sales increased the overall decline in retail sales may raise concern about Greece's continued role as a retail hub in the region, however many other towns with significant retail development have been experiencing a similar narrative. Henrietta, which accounts for about 20% of retail sales within the county, experienced more than three times the decline in retail payroll compared to Greece. Henrietta also reported an 11% decline in sales while Greece's retail sales increased (Figure 10).

Moving forward the Town should be aware of their comparative advantage in retail sales while acknowledging the persistent national trend of retail decline. This will allow the Town to be proactive in restructuring their retail strengths to withstand the changes towards a new market.



Figure 11: Changes in Local Retail Sales (2007-2012)  
Source: 2007 & 2012 US Economic Census

Top 3 Employment Sectors for the Residents of Greece

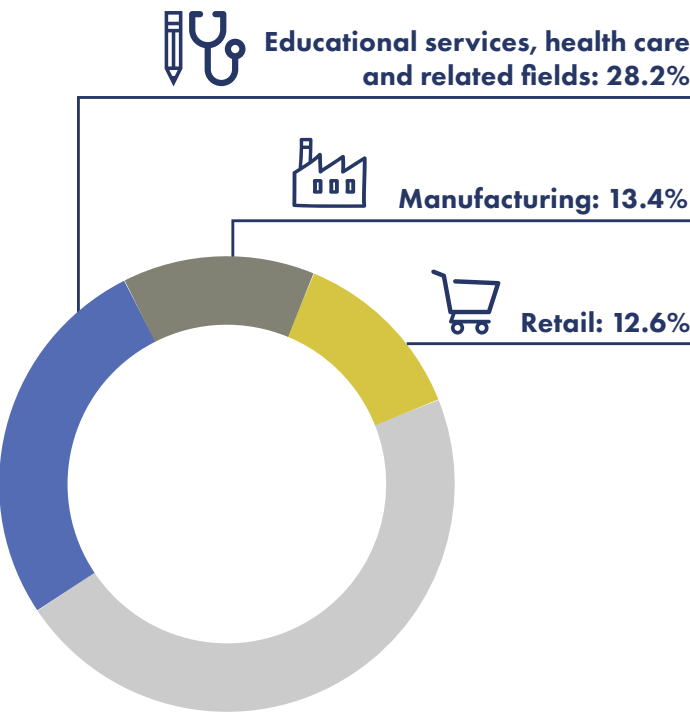


Figure 12: Top 3 Employment Sectors in Greece  
Source: 2017 American Community Survey

Local Trends

At first glance Greece seems to be immune to the national shift in retail markets. Total retail commerce has increased moderately within the Town in the past two decades, with sales increasing by about 7%.

However, a look at retail trends broken down by industry reveals a more storied picture. Eight out of twelve retail industries saw a loss in sales between 2007 and 2012.

The building material and garden equipment industry suffered the most, with a 67% loss in sales and a 55% loss in employment. The only industry groups with significant growth during this time period are motor vehicle and parts dealers, clothing stores, and health and personal care stores.

The decline in retail sales also has an impact on the workers that live in Greece. Retail trade is the third largest employment industry for Greece residents and therefore any decrease in retail sales suggests the potential for job instability for almost 13% of Greece’s residents.

The decline in retail sales and employment has increased in the past twenty years and national trends and predictions indicate that this will persist. The shift in the retail market presents an opportunity for Greece to re-think the development pattern that exists throughout the community and make changes that will help maintain the economic success of the existing retail corridors.

# RETAIL MARKET GOALS

In order to capitalize on our emerging opportunities and continue to improve our quality of life, the Town has established the following retail goals...

1. Promote local businesses.
2. Offset residential tax burden.
3. Encourage adaptive reuse of existing floor space.
4. Provide services where convenient for residents.
5. Provide opportunities for growth without sprawl.
6. Enhance community character through mixed use and improved walkability.

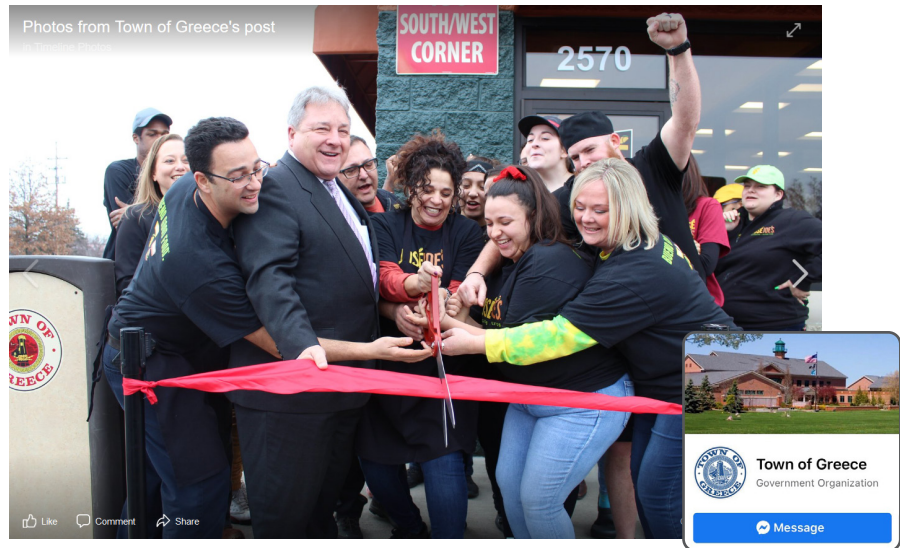
These goals are described in further detail on the following pages. In order to successfully achieve these goals, the Town will pursue a series of actions that include but are not limited to capital improvement projects, regulatory revisions, and partnerships with local, state, and federal agencies.



## 1. Promote local businesses.

In most community settings, some local businesses do not possess the capital or resources to be able to effectively promote themselves. In many cases, they are promoted through “word of mouth” techniques and are limited in their ability to attract customers, expand, and grow. A recommendation of this plan is for the creation of mechanisms for the Town to be able to promote its local businesses. This can be achieved in at least two different ways, however the Town should not be limited to these:

- The Town should utilize its internet and social media resources to create a format to promote its businesses. This can be done on the official Town webpage by showcasing new businesses as they open and the creation of an online directory that lists local businesses by service they provide (e.g. attorneys, contractors, restaurants, etc.).
- In addition to an online directory, the Town can utilize its “Talk of the Town” publication as an additional platform to promote its local businesses. The “Talk of the Town” is a quarterly newsletter mailed to residents that provides details on developments occurring within Greece. There is currently a section to promote new businesses opening in the Town, but this section could also showcase and promote existing business.
- As a local government entity, the Town of Greece often provides



*The Town of Greece is proud to be home to the second Jose Joe's in Monroe County. Bill Reilich, Greece Town Supervisor, was honored to host the ribbon cutting ceremony celebrating this grand occasion.*

a wide array of services to its residents through the different activities and events it hosts. These range from the Town's annual Memorial Day and Fourth of July celebrations to the near monthly events performed at the Town's Community and Senior Center. A recommendation of this plan is for the Town to engage local businesses and provide them with the opportunity to participate in these celebrations and events that are held throughout the year. This participation could include allowing them to set up a display to advertise services they offer to the community and/or actively participating (e.g. food vendors, sponsorship of certain events, etc.), and by doing so, increasing their exposure and provide the opportunity to expand their customer and the Town's non-residential tax base. This participation could assist in the development of a public-private

partnership that could grow and enhance the Town's economic development capabilities and initiatives moving forward.

## 2. Offset residential tax burden.

The Town is predominantly a residential community with only 7 to 8% of its land area dedicated to commercial or industrial development. Residential properties are responsible for nearly 80% of the Town's overall property tax revenue. The Town should seek to offset the residential tax burden by encouraging more non-residential development. The Town should consider the following:

- Relaxing some use restrictions and creating mixed use development options to provide commercial property owners with opportunities for adaptive reuse of existing structures and a greater diversity of redevelopment options.

- Monitor and simplify where possible the development review process. Benchmark procedures with other communities. Greece should prioritize permitting and approvals for new business and industry, and for significant redevelopments.
- Continue to maintain responsive and pro-active relationships with the business community, and promote local businesses when possible to build on Greece's reputation as a business-friendly community.

### 3. Encourage adaptive reuse of existing floor space.

Due to the shift in the retail market to e-commerce, there is potential for more closings and vacancies of "big-box, brick and mortar" sites. In effort to prevent future vacancies, the Town should develop a mechanism for the adaptive reuse of existing floor space.

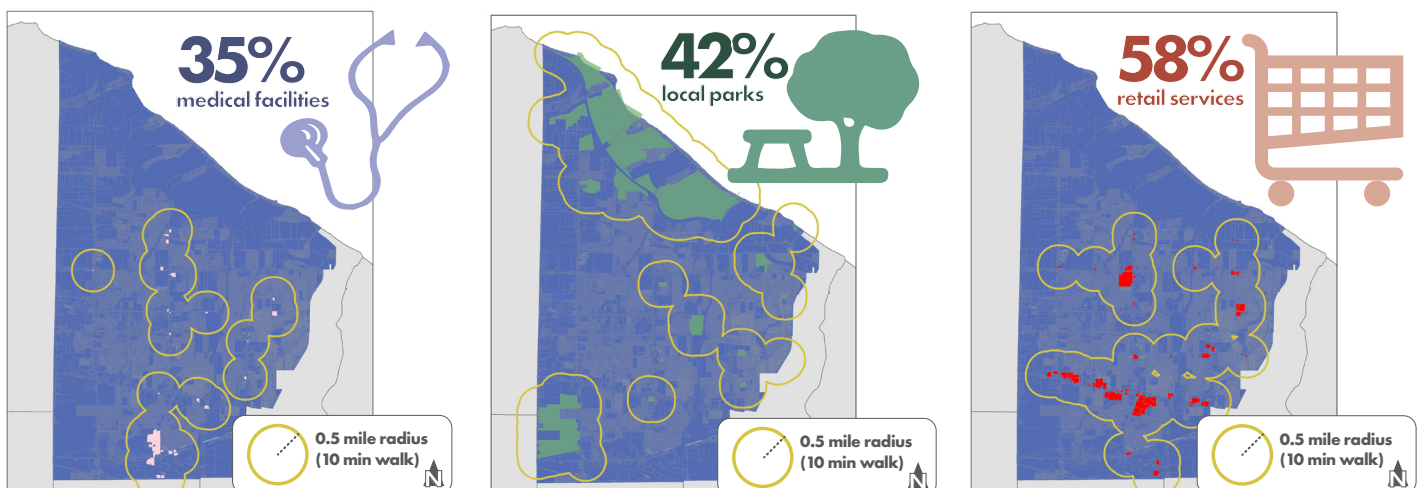
A recommendation of this plan is for the Town of Greece to loosen restrictions on uses in commercial and industrial zoning districts. This can be done by allowing certain light industrial uses in commercial districts or other uses which are not specifically listed in the Town's Zoning Ordinance.

While the Town can loosen restrictions in commercial and industrial zoning districts, another recommendation of this plan is for the Town to expand its use of its Flexible Office/Industrial District (FOI). The FOI, which is predominantly located in the southern portions of the Town adjacent to the Erie Canal, encourages development of office uses and certain industrial uses by allowing flexibility of design and interchangeability of uses within buildings. The FOI permits a range of uses from offices and manufacturing to customer service centers. Consideration should also be given to expanding allowable uses in the FOI district.

### 4. Provide services where convenient for residents.

A large percentage (nearly 80%) of the Town of Greece is residential (e.g. single-family dwellings, duplexes, apartments, etc.) in nature. The Town should support the development of local service, amenity, and retail nodes near to residents. A recommendation of this plan is for the creation of a small-scale, low density commercial zoning district that can be incorporated in close proximity to residential neighborhoods or replace the zoning now in place in existing commercial nodes. Said district should be limited in uses, while still enhancing the residential character and architectural features of the area, while being able to provide services primarily to local residents. This type of district could be utilized at intersections such as North Greece Road and Latta Road, Maiden Lane and Fetzner Road, and Stone Road and McCall Road.

## Current share of residential property located within a 10 minute walk of local services and amenities...



## 5. Provide opportunities for growth without sprawl.

Across the United States, a shift has occurred in the retail market place, which is also being experienced in the Town of Greece. This shift is associated with the ways in which people now purchase goods and services and the growth in e-commerce, which has gradually replaced the more traditional retail storefronts. Consumers are relying on online commerce more often, which creates a potential for vacancies in existing storefronts. While a main component of this comprehensive plan is the Town's economic development potential and growth, caution should be used to focus that growth in existing commercial areas.

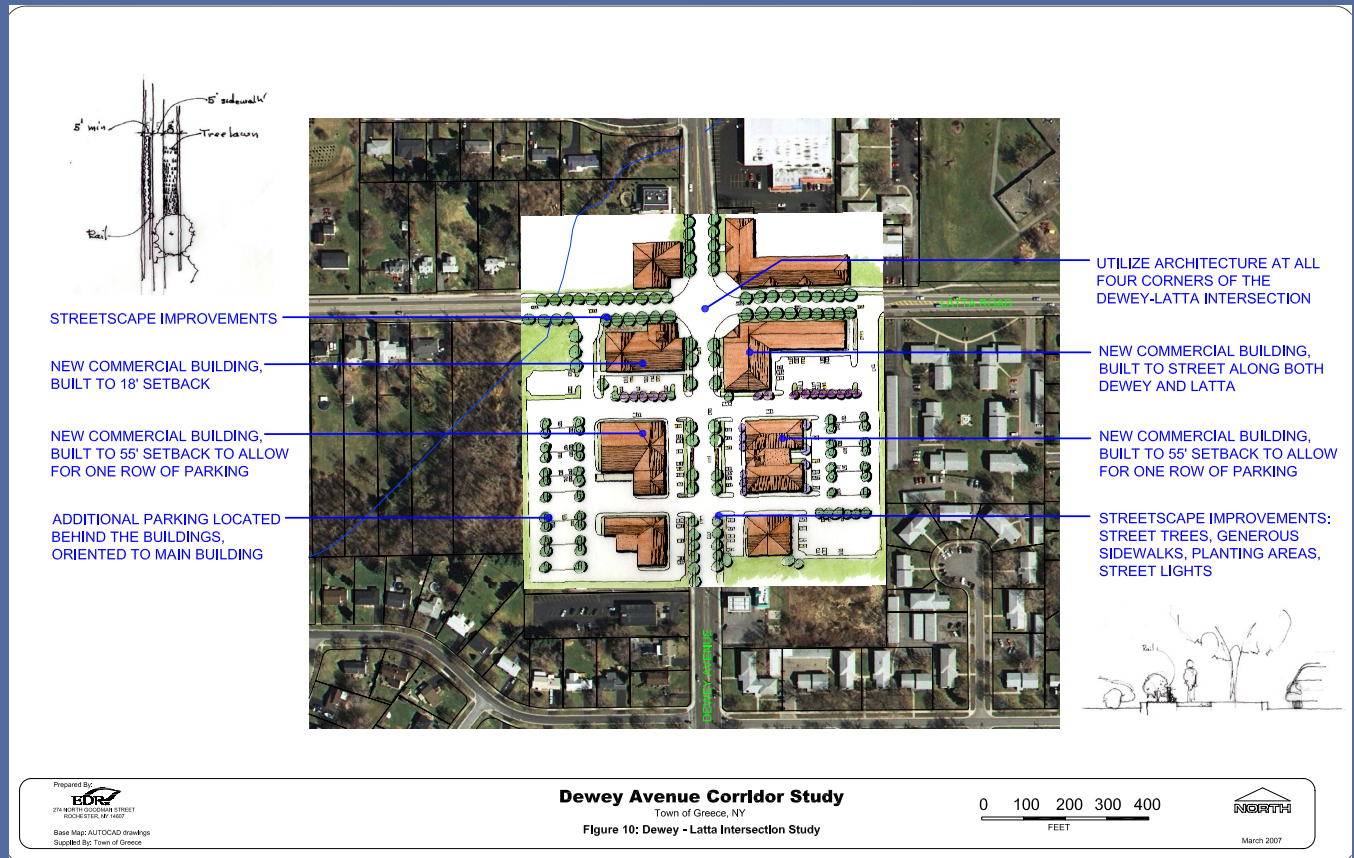
Encouraging commercial expansion within existing commercial areas will result in efficient use of existing infrastructure and maximize the tax base coming from the Town's current commercial zoning footprint. This can start with a simple evaluation of the Town's bulk zoning requirements. Mixed use and walkability have become broadly accepted land use principles in recent years. This approach to development requires maximum flexibility in design, often at the expense of the traditional bean-counting approach to setbacks, lot coverage, parking, and other standard zoning thresholds.

Land use professionals have learned that restrictive lot coverage and parking requirements can have the effect of artificially and unnecessarily reducing the development potential of a particular site. The record of success with mixed use development in many communities has caused land use professionals to begin rethinking the bean-counting approach to traditional zoning. The Town should consider rolling back some of the bulk requirements and allowing for an approach to site design that maximizes economic development potential, while still minimizing impacts to the community and meeting other practical design limitations.

Another approach to maximizing use of existing commercial areas is to explore mechanism(s) that require filling of non-residential vacancies before providing the option for new construction. Such mechanisms can include a requirement that prospective commercial applicants explore alternative locations/sites for development as oppose to utilizing Greenfield land for development. Recently, the Town has been able to track vacant buildings and storefronts, mapping their location with the assistance of Geographic Information Systems (GIS). By doing so, the Town is able to provide prospective businesses and developers with alternatives to new construction.

The Town of Greece can continue to promote growth without sprawl by encouraging continued development of infill properties that are scattered throughout the Town. While a large portion of the Town has witnessed development, there still exists a large amount of land area within existing commercially zoned areas, while not impacting Greenfield sites and limiting sprawl. Such locations as Greece Ridge Mall, Canal Ponds Business Park, Eastman Business Park, to name a few are existing developments which contain available land area for further growth and development. A recommendation of this plan is to further encourage the development of infill sites where feasible and practical.





The Town has two dominate types of retail environments; 1) large-scale plazas and the mall as well as 2) smaller scale “corner” stores. Our plazas and the mall are typical of our suburban development pattern that caters to the automobile. By comparison, our older and denser neighborhoods have an urban character that contain commercial nodes serving patrons arriving on foot, by bike, or by car.

Over the next decade, there will be opportunities for infill development within each setting. The Town should capitalize on these future investments to enhance these areas and the surrounding residential neighborhoods.

The graphic above is from the Dewey Avenue Corridor Study and illustrates how new, infill development around retail nodes could occur to improve the character and walkability of the area.

6. Enhance community character through mixed use and improved walkability.

Like most first-tier suburban communities, the Town of Greece has followed Euclidean zoning practices. These practices consist of dividing the community into zones or districts that enumerate which land uses are specifically permitted. As a result, the Town is divided into blocks of land that are designated for residential, commercial, and industrial uses. While these patterns still exist, it is recommended that the Town explore additional mixed use options in certain transitional areas. These

options could be either in the form of standalone zoning districts or as an overlay in certain geographic areas or to existing districts. The Town has had success with the Dewey Avenue Mixed Use (DMU) District and could use that as a model for future efforts. Mixed use zoning is commonly linked to increased density, which allows for more compact development and higher densities. These higher densities increase land-use efficiency and housing variety while reducing energy consumption, burden on utilities, and transportation costs.

It is also recommended that the Town of Greece work to improve walkability, which is often one

of the by-products of mixed use zoning practices, by strengthening or establishing a neighborhood character that encourages walking and bicycling. A large portion of the population, particularly millennials, are making housing selections based on walkability and other pedestrian friendly amenities (e.g. bicycle lanes, trails, etc.). The Town should continue to look to its adopted 2014 Bicycle and Pedestrian Master Plan to help inform future land use and infrastructure decisions.



Studies have shown that the potential property tax revenue of multi-story, mixed use developments significantly exceed that of single-story commercial developments. The graphic above indicates the average county property tax per acre ratio across a sample set of 15 different cities from Montana to Florida.

Source: Joseph Minicozzi, Urban 3



Becoming more

## ... Walkable & Bikeable

People young and old are attracted to communities that are walkable and bikeable. In order to retain and attract young families and allow residents to age in place, Greece must be a comfortable place to walk and bike.

Using the Town's Bicycle and Pedestrian Master Plan as a guide, Greece should continue to develop complete and connected streets, mix land uses where it makes sense, and partner with the private sector to create a pedestrian and bicycle network that is convenient, comfortable, and connected.

## ..... Many factors contribute to creating a **walkable** and **bikeable environment**

Pedestrian and bicycle facilities alone won't necessarily make people want to walk or bike. The quality and safety of the walking and biking experience and the presence of interesting destinations also contribute. Streetscape elements such as street trees, lighting, and crosswalks contribute to the look and feel on the street. These elements, as well as several others, combine to make streets comfortable and safe for both pedestrians and bicyclists.

The Dewey Avenue Revitalization Strategy was a concerted effort by the Town to enhance the economic vitality of the Dewey Avenue corridor and walkability and bikeability play an important role. The Dewey Avenue Corridor Study and the Dewey Avenue Traffic Calming Study both emphasized creating a more walkable and bikeable environment. The studies were followed by the development of the Dewey Avenue Mixed Use Zoning District, which moved implementation forward with all new development and redevelopment.



*This Taco Bell was one of the first new structures built in the Dewey Avenue Mixed Use District. It fronts the street, provides opportunity for outdoor seating, and has public access for pedestrians via the sidewalk.*



# **ECONOMIC DEVELOPMENT: EMPLOYMENT & INDUSTRY**



# BACKGROUND

## A Legacy of Industry

Greece has served as a major employment hub for almost a century. In the early 20th century, the Town's economy shifted from predominantly agricultural activities to industrial and manufacturing operations. Most notably, the Eastman Kodak Company grew beyond its Rochester-based facilities into eastern Greece. Kodak's industrial and manufacturing park, which was formerly known as Kodak Park and is now referred to as Eastman Business Park, played a significant role in the industrial development of the Town. The economic impact of Kodak on the Town's economy and tax base expanded throughout the last half of the 20th century to the extent that Kodak was the largest tax payer in 2001. Over the last two decades, Kodak has experienced a significant decline in their local operations. In addition, other manufacturing companies have dissolved or relocated away from Greece. This is typical of what was occurring on a national scale at the time. The results of this phenomenon were a large number of vacant and underutilized industrial spaces scattered throughout the Town. These trends resulted in a significant decline in employment and a large number of vacant and underutilized industrial spaces.

Greece lost more than 14% of its manufacturing jobs between 2000 and 2017, the most significant decline in jobs across all industries (Figure 13 on the next page). By comparison all



**Site of Eastman Business Park: 1930 vs. 2018**

other industries experienced a 1 to 2% decline in employment. This loss has been partially filled over time by the growing health care and technology sectors. However, the households that relied on good paying manufacturing jobs have been negatively impacted and some have been forced to pursue alternate careers.

Over the past two decades, there have been a series of public and private initiatives to reverse these trends and re-purpose the Eastman Business Park.

These initiatives have elevated the Greater Rochester region as a center for advanced manufacturing and photonics industries. Within the Town of Greece, these efforts resulted in an influx of new tenants for its industrial spaces. Kodak re-branded their industrial park as Eastman Business Park in 2008, and now hosts a multitude of other businesses. One of the most notable tenants is Lidestri Food and Drink, a national beverage and food manufacturer. In addition, a number of new technology companies have also chosen to locate in the business park. Greece plans to leverage its healthy working relationship with Eastman Business Park to ensure its continued success and growth.

## The Emergence of Health Care

Health care is now one of the largest employment sectors in the United States and is continuing to grow. According to the Bureau of Labor Statistics, “Employment of healthcare occupations is projected to grow 18% from 2016 to 2026, much faster than the average for all occupations, adding about 2.4 million new jobs.” This trend is reflected in changes to Greece’s employment figures. Between 2000 and 2017, employment in the educational, social, and health care service sectors has increased by 7.4% (Figure 13). Several health care institutions have directly contributed to this growth within the Town. One of the most significant being Rochester Regional Health. Rochester Regional

Health was formed in 2014 after a merger with Unity Hospital and Rochester General Health System. They have invested heavily in Greece, including renovating Unity Hospital and adding a new floor with space for nearly 100 new beds. The campus is also home to a nursing home and an urgent care center.

Due to the presence of the hospital, an increasing number of senior living centers and professional medical offices are locating along and near Long Pond Road. These factors strongly indicate that Greece will parallel that of national trends and experience continued expansion of jobs and businesses related to health care.

## Trends of Local Employment

Greece’s local employment trends may be assessed in two categories: 1) Resident workers; and 2) Jobs located within the Town. The first category is comprised of more than 50,000 Town residents working in a variety of industries and locations. The second category is estimated to include 31,000 local jobs within Greece. According to the US Census, the majority of local jobs are held by Town residents (approximately 30%), while the second largest group of workers within the Town are residents of the City of Rochester (Figure 17).

The majority of resident workers live along the eastern border of the Town, which is reflective of the Town’s higher population and housing density in that area (Figure 18). Conversely, the concentration of jobs within the Town are located in the southeast corner along Ridge Road and in/ near Unity Hospital on Long Pond Road (Figure 19). The northwestern corner of the Town has the lowest density of jobs and resident workers, which is expected given its more rural character and the presence of the Braddock Bay Wildlife Management Area.

### Shifts in Employment by Industry

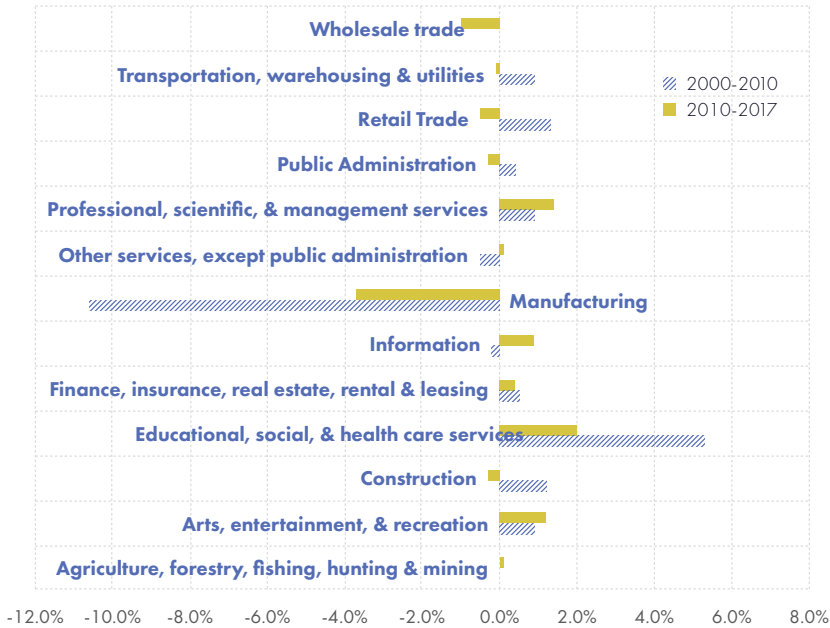


Figure 13: Shifts in Employment by Industry

Source: US Decennial Census, 2000, 2010; American Community Survey, 2017



## Workers & Jobs by Industry

The largest industry sector employing Town residents and comprising local jobs is educational services, health care and related fields. This is consistent with the regional growth in the industry and presence of major medical institutions within the Town described on the previous page.

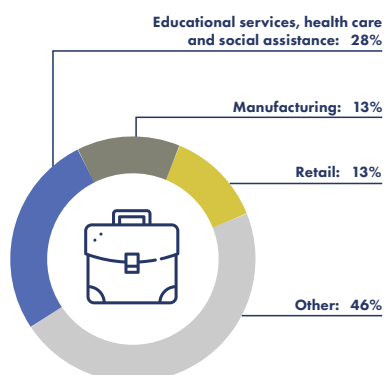
The second largest industry employing residents and providing local jobs is manufacturing. However, the share of jobs in this sector is likely to decline as national employment trends continue to shift away from traditional manufacturing jobs.

The retail sector is the third most prevalent employment industry in terms of both local jobs and resident workers. However, there is a higher percentage of local retail jobs as compared to the percentage of residents working in the retail sector. This suggests that there may be a significant amount of non-Greece residents filling retail jobs. Although to a lesser extent than manufacturing, this sector is also experiencing regional and national decline, which is discussed in further detail in the following section.

## Workers & Jobs by Salary

The annual income distribution of working residents spans a wide range as shown by Figure 15. Almost one half of resident workers make between \$35,000-\$75,000, indicating that the Town is primarily comprised of

Industry Sector of Resident Workers



Local Jobs by Industry Sector

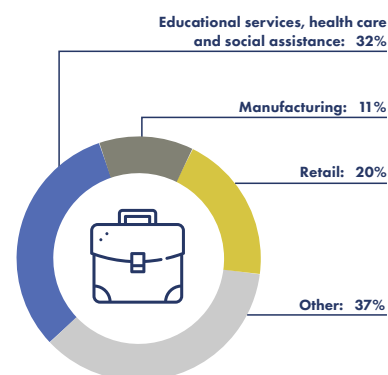
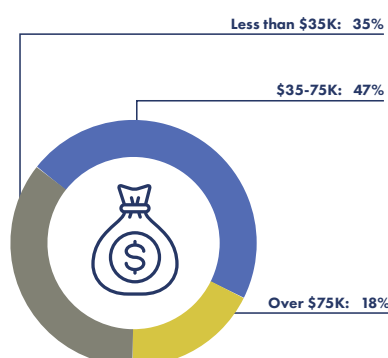


Figure 14: Workers & Jobs by Industry

Annual Salary of Resident Workers



Local Jobs by Annual Salary

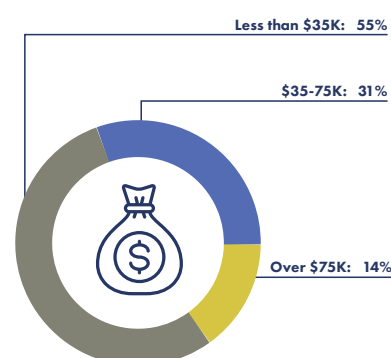
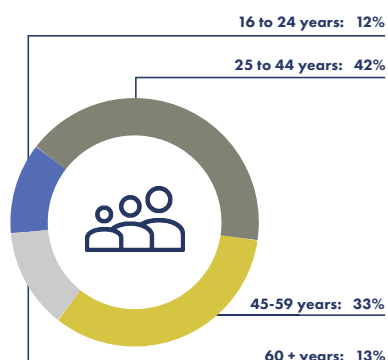


Figure 15: Workers & Jobs by Income

Age of Resident Workers



Local Jobs by Age Group

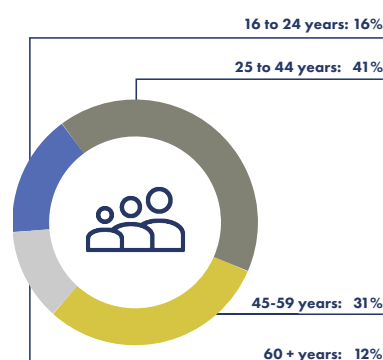


Figure 16: Workers & Jobs by Age

Source: American Community Survey, 2017

middle-income households. About one third make less than \$35,000; and about 1 in 5 resident workers make more than \$75,000 annually. This indicates that resident workers in Greece span a wide range of socio-economic positions and have differing needs relative to their income level and stage in their career.

When looking at the workers employed in jobs within the Town of Greece; however, the income distribution differs significantly. More than half of workers with jobs in Greece make less than \$35,000. This suggests that there are a significant amount of entry-level jobs available in the Town. A significant share of these jobs are filled by those who live outside of the Town's borders, indicating that the skill level of working residents is generally higher than that of the local job market. This is further implied by the fact that higher earning residents tend to not work within the Town, but commute elsewhere.

## Workers & Jobs by Age

The majority of employed residents are between 25-44 years of age. This is the same for those who work in the Town of Greece (see Figure 16 on the previous page). There are, however, more 16-24 year olds employed within the Town than there are residents workers. This is likely due to high availability of entry-level jobs.

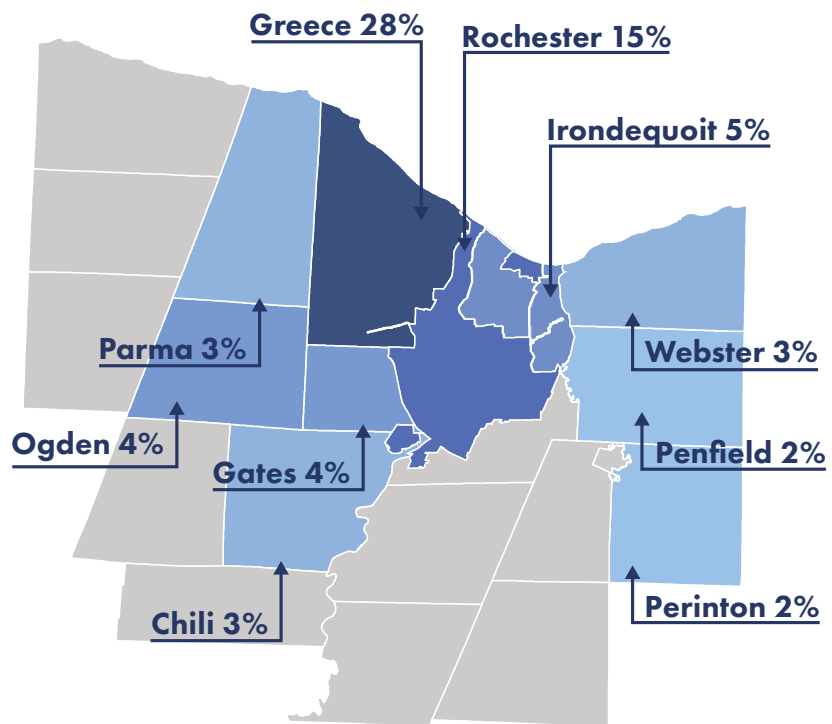


Figure 17: Residency of Workers with Jobs in Greece

\*Locations under 2% are not noted

Source: US Census on the Map, 2015

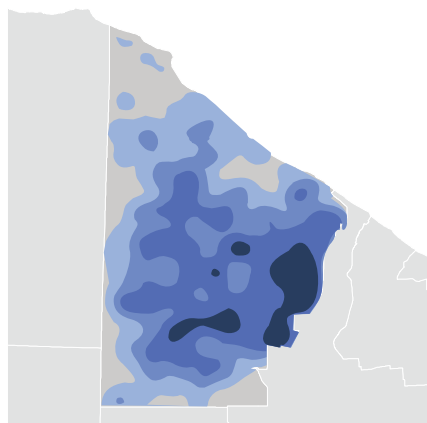


Figure 18: Resident Worker Locations

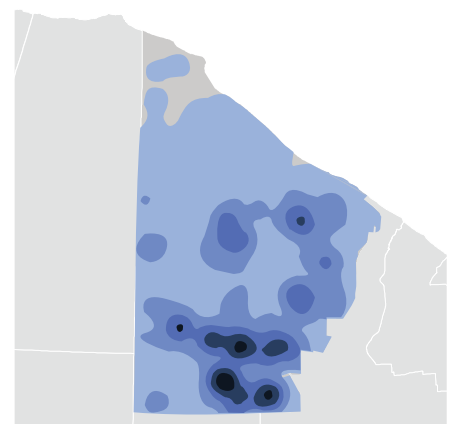


Figure 19: Job Locations

Source: US Census on the Map, 2015



# EMPLOYMENT & INDUSTRY GOALS

In order to capitalize on our emerging opportunities and continue to improve our quality of life, the Town has established the following employment & industry goals...

- 1. Expand opportunities for industry growth and employment.**
- 2. Simplify development review.**
- 3. Play an active role in attracting new industry.**
- 4. Develop a framework for ongoing stakeholder coordination.**

These goals are described in further detail on the following pages. In order to successfully achieve these goals, the Town will pursue a series of actions that include but are not limited to capital improvement projects, regulatory revisions, and partnerships with local, state, and federal agencies.

## 1. Expand opportunities for industry growth and employment.

Expanding opportunities for industrial growth and employment are vital for any form of local government and result in obvious and meaningful benefits to the community (e.g. job creation, balanced tax base, etc.). It is recommended that the Town consider the following actions to expand opportunities for industrial growth and employment:

- Expand its use of the Flexible Office/Industrial District in existing commercially zoned areas, in an effort to provide businesses the opportunity to expand their production and as a result provide more employment opportunities for residents.

- Expand Town's Central Health Care (CHC) District to accommodate the growing health care industry.
- Allow limited light manufacturing uses in certain heavy commercial environments.
- Evaluate bulk zoning requirements with the goal of maximizing use of existing industrial land.
- Capitalize on availability of highly educated and highly skilled workers to attract businesses and industries with higher paying employment opportunities.

## 2. Simplify development review.

In a community the size of Greece, it is necessary to have a full-time professional staff to conduct technical reviews of prospective projects.

Having such staff allows the Town the capability to review projects without the need of outside consultants. A recommendation of this plan is for the Town of Greece to simplify development review and be less restrictive when appropriate. The Town should consider the following:

- Monitor and simplify where possible the development review process.
- Benchmark procedures with other communities.
- Prioritize permitting and approvals for new business and industry, and for significant redevelopments.
- Institute overlay districts on certain geographic areas where development review is an administrative process if certain criteria are met (e.g. 100 feet from residential property, no additional access to local, county, or state roads, etc.).



*The Town of Greece has a variety of healthcare uses centrally located in the town and should continue to accommodate this growing industry. Source: Ivana Casilio, 2020.*



### 3. Play an active role in attracting new industry.

Attracting new industries to the Town of Greece is vital to accomplishing many goals of this Comprehensive Plan. In order to play an active role in attracting new industries, the Town could consider the following:

- Partner with regional organizations such as Greater Rochester Enterprise, area Chambers of Commerce, COMIDA, and Empire State Development. These organizations provide opportunities to attract new investment and business, by acting as a link between entities.
- Develop a public relations campaign which advertises the Town of Greece as a safe, desirable place to do business, and for people of all ages to live, work, and play. The Town has many amenities (e.g. solid housing stock, an abundance of municipal parks, highly skilled workforce, affordable, etc.) and these amenities should be highlighted to potential industries seeking to relocate. The Town can provide the bedrock for economic development and growth by making new industries aware of all the Town has to offer.



*A successful public relations campaign should include existing areas of industry, including canal Ponds business park. Source: Ivana Casilio, 2020.*

- Update Chapter 188 (Taxation) of the Town Code, which defines the extent of New York State's Business Exemption Incentive within the Town.
- Market opportunities for industrial growth in areas like Northampton Landing, Canal Ponds, and Eastman Business Park.

### 4. Develop a framework for ongoing stakeholder coordination.

While the Comprehensive Plan outlines plans for the future development and growth of the Town and outlines specific goals, it should also consider continuing an ongoing dialogue with necessary stakeholders.

The Town's Development Services Department should take a more active role in economic development and increase its visibility in the business community. Promoting local business and helping new businesses come to Town should be part of the department's core focus.



# INFRASTRUCTURE & SERVICES





# BACKGROUND

## Infrastructure

The Town of Greece maintains hundreds of miles of public road and tens of thousands of individual assets, and provides services to more than 97,000 residents. This is no small task, but with skilled employees and proper management, Greece is known for its quality infrastructure and municipal operations and is often viewed as a leader in these areas (i.e.; waterfront resiliency, storm water management, parks and recreation to name a few).

An inventory of assets is essential to proper management of infrastructure. Greece maintains a number of different kinds of assets, including but not limited to roadways, sidewalks, guiderails, street signs, street lights, sanitary sewers, and storm sewers. Each of these infrastructure types requires specific resources, equipment, and skill sets to be maintained properly. Each asset type comes with its own set of state or federal regulations which govern proper maintenance and function, and in some cases require a detailed inventory, and/or inspection and reporting requirements.

The Town's storm sewer system includes 350 miles of pipe and approximately 14,000 manholes and catch basins. A failure of this system can cause major flooding in a community like Greece with predominantly flat topography, damaging private property and compromising roadways. The private and public costs of a system failure can be staggering and to avoid such



events, Greece maintains a regiment of inspections and preventative maintenance, and quickly responds to drainage concerns to address issues before there is a problem. The storm sewer system is governed by a State Pollution Discharge Elimination System (SPDES) permit which requires a mapped inventory of the entire system, along with annual inspection and reporting requirements which require a great deal of coordination.

A similar scenario of regulation, inspection, and preventative maintenance can be assumed for all of the Town's different infrastructure types. To avoid problems, the Town conducts regular inspections of all of its assets and performs detailed evaluations when systems show signs of wear or simply reach a certain age. For example, Greece replaced two bridges in 2019 (Maiden Lane and Straub Road bridges over Round Pond Creek). Annual inspections and preventative maintenance had served

their purpose, but these structures were reaching the end of their design life. Rather than wait for a disruptive, expensive, and potentially dangerous structural failure, Greece replaced these structures before their age inevitably caused problems.

In 2016 Greece performed a detailed and comprehensive assessment of road conditions using high-tech imaging equipment and sensors. This assessment resulted in a complete picture of pavement and road base conditions town-wide and is now the basis for the Town's ongoing schedule of roadway maintenance. The Town's practice of regular preventative maintenance extends the life of infrastructure, resulting in cost savings for tax payers.



The Town has developed a detailed Geographic Information System (GIS) data set of all of its infrastructure which continually improves its ability to respond to issues as they arise. Following the disastrous lakeshore flooding of 2017, this data enabled the Town to secure \$25,000 in funding from New York SeaGrant to perform a detailed study of waterfront storm and sanitary sewer systems. The study recommended possible system repairs and upgrades to increase resiliency in waterfront neighborhoods. Greece acted quickly on these recommendations, installing flood barriers and storm sewer valves to prevent back-flow of lake water in critical areas which greatly minimized costly damage to public and private property when flood waters returned in 2019. The GIS inventory continues to play a critical role in the Town's response to lakeshore flooding, providing the data necessary to

secure an additional \$12.1M in 2019 from New York State's Resiliency and Economic Development Initiative (REDI). This funding will allow the Town to further upgrade infrastructure in critical areas.

Management of infrastructure is among the Town's most important functions, and one of the most costly. The use of technology and forward thinking management techniques will continue to improve efficiency and ultimately lead to cost savings over time. At the core of the Town's infrastructure operations is a service request and work order software system which drives daily operations in the Public Works Department. This database application is due for an upgrade and the Town should leverage its valuable infrastructure GIS data as it begins to evaluate and select a new software package.

## Services

Information technology and quality data are key to efficient municipal operations, and not only in the area of infrastructure management. In addition to maintaining its vast inventory of infrastructure, Greece provides an entire suite of services to its 97,000 residents as well as hundreds of businesses. Among the services provided are law enforcement, permitting, parks and recreation, and snow plowing to name a few. Like the databases of physical assets required to maintain infrastructure, the Town must maintain records of services provided and relies upon accurate base information like addressing and street names to issue permits and certificates of occupancy, for scheduling safety fire inspections of public places, and to properly track and respond to resident concerns. Since 2014, the Town has worked with the New York State Office of Technology to update and improve the accuracy and consistency of local address information, and has integrated this improved addressing across the various town databases. This seemingly small detail has enabled data sharing between departments and improved the quality of services provided by the Town. Address and property owner information are updated in near real time, as compared to a months-long process only a few years ago. In addition to improving services provided by departments in Town Hall, this information is the basis for Monroe County's 911 Dispatch operation.

THE TOWN OF GREECE PROVIDES A WIDE ARRAY OF SERVICES TO ITS RESIDENTS, ONE OF THE MOST CRUCIAL BEING SNOW REMOVAL DURING THE WINTER MONTHS.



The importance of accurate address information cannot be overstated.

Accurate data enables the Town to be more efficient in management of assets and providing services. The Town continually monitors the services it provides to look for possible gains in efficiency, which translate to cost savings. Time is money, and Greece is investing in mobile technology which allows Town Staff to access information and issue documents in the field, saving lost time and fuel in transit. The Town's Code Compliance Offices, Building Inspectors, and Fire Marshals now remotely access records and documents stored in Town Hall and can close out inspections and issue permit approvals in the field. This model is being translated to other services provided by the Town.

## Green Energy

Data management and operational efficiencies are not the only avenues toward improved delivery of services and cost savings. Energy use is a tremendous cost to the town and tax payers alike. Greece is embracing green energy as a means of saving money and contributing to the universal goal of using renewable resources. The Town is in the process of acquiring all of its street lights and many of the poles they are fixed to from Rochester Gas and Electric (RG&E). This acquisition will eliminate costly payments to RG&E to lease the structures, thereby allowing the Town to invest in new energy-efficient LED light fixtures which will further

reduce energy costs. The longevity of LED lighting will reduce future maintenance costs and lead to more reliable operation of this important safety feature in the Town.

In keeping with the goal of reducing energy usage and cost, the Town has begun to invest in electric vehicle technology. In 2019, Greece purchased two electric vehicles which are used daily by Town Staff, saving thousands of dollars in fuel; a cost savings that translates to the tax payer. Consideration is now being given to installing additional electric vehicle charging stations at the town campus for use by the public.

Solar energy and energy storage technology has improved vastly in recent years and the Town is working to leverage that technology to save additional direct municipal costs and provide energy savings options to its residents. Greece has already maximized allowable energy cost

savings with the installation of a solar array on town land off of Flynn Road. Power generated from this installation is fed into RG&E's energy grid, and Greece receives credits toward its energy bill. New York State has paved the way for community solar projects across the state by incentivizing private investment in solar technology. Cost savings resulting from community solar projects are offered directly to area residents. Opportunities exist within the Town of Greece for these projects to occur with minimal impact to the community. Consideration should be given to accommodating more of these opportunities, and as the technology develops further, the Town should prepare for an increased demand for individual residential solar installations as well.



UTILIZING TECHNOLOGY SUCH AS GIS ANALYSIS AND CLEAN ENERGY WILL ALLOW GREECE TO BECOME MORE EFFICIENT IN PROVIDING SERVICES IN THE FUTURE.

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# INFRASTRUCTURE & SERVICES GOALS

In order to capitalize on our emerging opportunities and continue to improve our quality of life, the Town has established the following infrastructure goals...

1. Leverage Information Technology (IT) to improve municipal operations.
2. Use standardized address format for all new and updated software systems.
3. Explore public and private opportunities to fund infrastructure maintenance and expansion.
4. Consider utility extension policies and other mechanisms to manage growth and maximize utility benefits.
5. Embrace energy-efficient technologies, including electric vehicles and LED street lighting, and provide opportunities for low-impact green energy development.

These goals are described in further detail on the following pages. In order to successfully achieve these goals, the Town will pursue a series of actions that include but are not limited to capital improvement projects, regulatory revisions, and partnerships with local, state, and federal agencies.

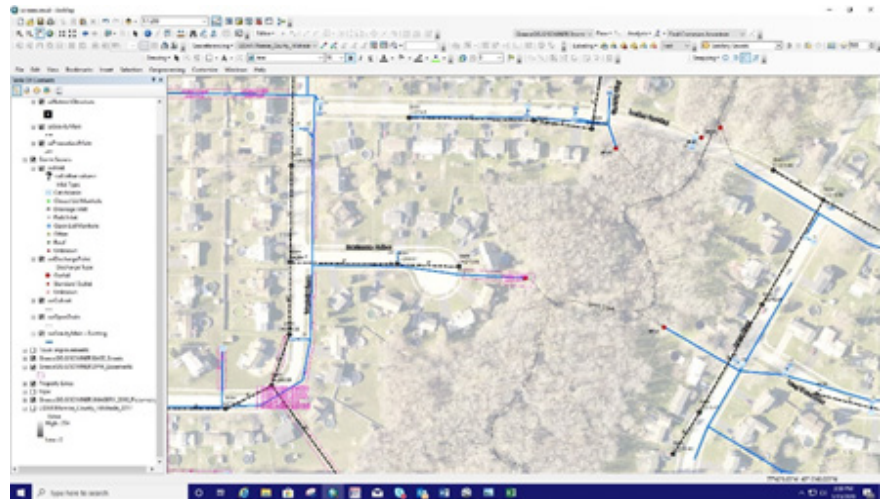


## 1. Leverage Information Technology (IT) to improve municipal operations.

Greece should continue to invest in IT resources as the basis for its future infrastructure management needs. The Town maintains thousands of individual assets, including street signs, streetlights, catch basins, pipes, manholes, etc. Each type of asset managed by the Town has its own inspection and maintenance requirements, and each generates different workflows within different divisions of the Department of Public Works (DPW). The Town's existing GIS database of asset data has positioned it to take the next step to a GIS-based asset management software system. The changeover to new software may require upfront financial investment, staff training, and will likely result in adjustment of existing workflows.

Greece's DPW already uses some GIS applications in the field, and some department staff run laptops or tablets in Town vehicles as a means of accessing scanned record drawings from the field. Efficiency of DPW operations is already benefiting from the use of this technology and it is recommended the Town continue to build on that model.

The Town should invest in a professional GIS-based service request and work order software system that incorporates the ability to receive and issue service requests and work orders in real time, from the



*The Town understands that the ongoing operation and maintenance of our infrastructure directly impacts Greece's quality of life. In order to maximize our existing facilities, the Town is making significant investments into technology that will improve the levels of service and efficiency it provides. These investments include the increased utilization of our geographic information system (GIS) to inventory and manage our assets. The maps shown above illustrate the range of information that is continually monitored, such as environmental resources, water and sewer systems, and parcel data.*



field. The system should incorporate active maintenance and updating of the underlying GIS database which will improve the reliability of underlying data going forward. Front end investment and dedicated staff will be critical to this system's success.

## 2. Use standardized address format for all new and updated software systems.

Beyond Public Works, daily services provided by the Town depend on several other database systems which track permit activity, events, resident inquiries, and a variety of property records. As a general rule, the records in these databases are associated with a property address. The Town should continue to work with the New York State Office of Technology and Monroe County 911 Dispatch to keep address data current and accurate. In addition to obvious public safety benefits, current and accurate address and property owner

information serves to improve all Town services. The Town should base future software selection on the vendor's ability to use this accurate and up-to-date information.

### 3. Explore public and private opportunities to fund infrastructure maintenance and expansion.

Much of Greece's infrastructure has been built during the course of private development, with construction costs borne by the developer. Infrastructure must be built to Town standards and inspected prior to being turned over or dedicated to the Town for long term maintenance. In some cases, homeowners petitioned the Town

to form a utility extension district to pay for construction of infrastructure in existing older neighborhoods. In either case, districts are typically formed to aid in covering the public cost of long-term maintenance. This model has served the community well.

In a few instances, the Town has agreed to take dedication of new infrastructure in commercial or multi-family residential settings subject to an agreement by the landowner(s) to go beyond the district model and take on physical maintenance, inspection, and repair of public infrastructure. This requires reporting by the private sector and the Town tracking inspection routines and individual agreements, but the Town has had some success minimizing the

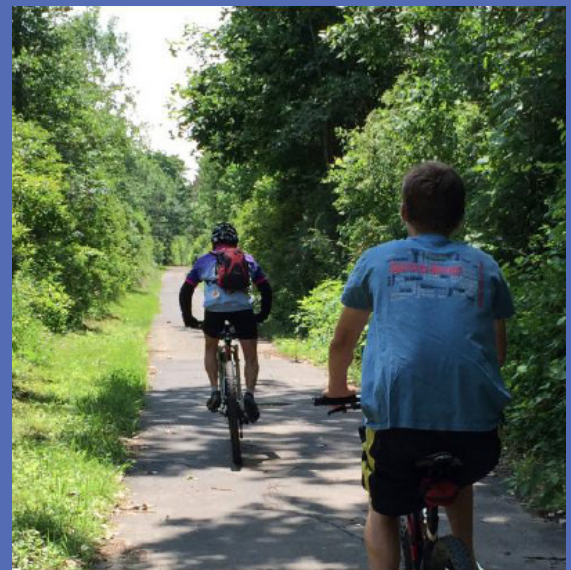
use of public resources. One example is the Town's stormwater facility maintenance agreement, which has been in use for some time. In another case, the Town took dedication of a sanitary sewer serving multiple properties (as is required by Public Health Law) but was able to place long term maintenance responsibility on the developer who constructed it.

The Town should continue to explore creative ways to partner with landowners and developers to reduce the public burden and cost of infrastructure maintenance. The topic may warrant additional study and consideration.

## ... Partnerships between public and private entities can lead to innovative projects

Greece has completed several studies and plans that address existing and potential future trails in the Town. The 2016 Hojack Trail Feasibility Study brought together public and private entities including Rochester Gas and Electric (RG&E) to build upon previous planning initiatives concerning the trail. The Hojack Trail provides a unique opportunity for the Town to continue to engage a private owner (RG&E) to pursue viable trail access and opportunity to the community.

Once completed, a 6-mile connection could be created from the New York State 390 Bike Path west to the Village of Hilton. This would provide extensive new recreation opportunities for the people of Greece.



*This is a portion of the New York State 390 multi-use trail. One of the goals of the Hojack Trail Feasibility Study is to connect this existing multi-use trail to the Hojack Trail, extending through the Town of Greece.*



#### 4. Consider utility extension policies and other mechanisms to manage growth and maximize utility benefits.

Utility extension policies are another possible tool that can be used to manage growth and minimize inefficient expansion of utility networks. Standard engineering practice dictates that utilities be built to maximize their use and expandability. For instance, a sewer will generally be designed and constructed at maximum depth and minimum slope so that it can provide service to more of the community. While this is sound engineering practice, it can sometimes contravene the community's land use goals and as utilities expand into lower density areas, there are often fewer and fewer landowners who realize a benefit or contribute to long term maintenance. A utility extension policy can limit the area of extensions or provide a different cost structure for extension fees in certain situations.

#### 5. Embrace energy-efficient technologies, including electric vehicles and LED lighting, and provide opportunities for low-impact green energy development.

Green energy can be cost effective, although it may take time to recover initial investment. A stable local government like Greece should be well positioned to make such smart investments to achieve long term

savings. Tax exempt purchasing and funding assistance available to local governments are making green energy a smart choice for municipalities.

As Greece replaces its fleet of vehicles over time, it should continue testing electric vehicle options and give consideration to future potential charging infrastructure.

Cost savings projected to come from Greece's conversion to LED streetlights should be reinvested in additional green energy improvements and other cost saving infrastructure management approaches (GIS applications, infrastructure data conversion).

The Town should work with solar energy providers to identify opportunities for community solar

projects in areas of the Town where neighbor impacts will be minimized. Consideration should be given to permitting community solar projects in certain zoning districts beyond General Industrial, or on lands owned by the Town's economic development corporation MuniPro. The Town should also consider adoption of a local solar energy ordinance based on the model ordinance provided by NYSERDA to provide guidance for individual use facilities which are likely to become more prevalent as technology improves.



*Greece has invested in a wide range of green infrastructure and equipment that serve to reduce overall energy consumption and environmental impact. For example, the Town has installed an electric vehicle charging station for its growing fleet of zero emissions vehicles.*

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# CHANGING HOUSING PREFERENCES





# BACKGROUND

## The American Dream is Changing

After decades of equating homeownership with the American Dream, three in five (61%) adults believe that renters can be just as successful as owners at achieving the American Dream. According to a survey done by the MacArthur Foundation, this sentiment is felt broadly among both homeowners (59%) and renters (67%), as well as across all regions of the country. Nearly half (45%) of current owners can see themselves renting at some point in the future. Homeownership declined after the housing crisis in 2008, and many people are still now renting instead of owning a home. Millennials, people born between the early 1980s and mid 1990s, have been less likely to pursue homeownership, and many do not view homeownership as a necessity. Millennials comprise nearly a quarter of the total US population and will soon be America's largest generation.

By comparison, nearly 20% of Americans will be over the age of 65 by 2030 according to a study done by the Pew Research Center. This equates to roughly 14.3 million people. The growing population of senior citizens will impact housing development in the future. Communities need to find ways to help their senior populations 'age in place.' Aging in place successfully occurs when seniors can choose to live in their home and community safely without having to sacrifice things required for their daily life, including health and social needs.

Housing needs and preferences for people over 65 invariably differ from needs and preferences of others, although there are certain similarities with the desires of millennials. Both groups are more amenable to renting over owning a home. As seniors age their desire and ability to maintain a traditional single-family home decreases and renting is more

attractive. Millennials choosing to rent is also borne out of a lack of desire to own and maintain a home, but many millennials also rent out of financial necessity.

Greece is among the many rapidly aging communities in the US, and their owner-occupied units increasingly belong to older adults. 40% of Town homeowners are over 55 years old, and that number has continued to rise. Greece should be considering alternative housing options and choices for senior citizens so they can comfortably age in place in a home that they can afford and maintain. Additionally, the Town should be pursuing a variety of housing options to better position itself to retain and attract younger families and millennials.



Figure 20: Potential Future Renters

Source: MacArthur Foundation

**45%** of American homeowners see themselves **renting in the future**

## Share of Greece homeowners who are 55 and older

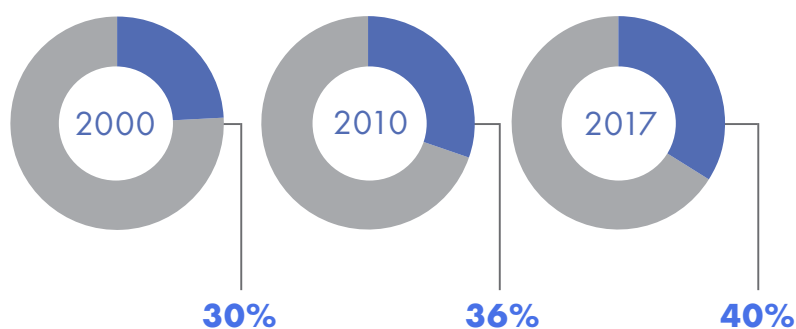


Figure 21: Greece Homeowners 55 and older

Source: 2010 and 2017 American Community Survey; US Census

## Regional Residential Development is Slowing

All residential development in Greece has slowed in recent years. Greece issued significantly fewer residential building permits in 2017 than in past years. This trend could be due to a greater regional drop in residential building permits. Monroe County also issued fewer residential building permits in 2017, although this figure appears to have more volatility than with the Town of Greece.

The trend toward renter-occupied housing is occurring on a national scale, and it is also affecting communities in Monroe County. There has been a small decline in housing tenure figures for Greece and other first ring suburbs of Rochester. Greece has seen its share of owner-occupied units drop from 75% in 2010 to 72% in 2017 and this slight decrease is similar in three other immediate first ring Towns of Irondequoit, Gates, and Brighton. This could signal larger demographic shifts including an aging community and a desire for younger people to have wider housing choices.

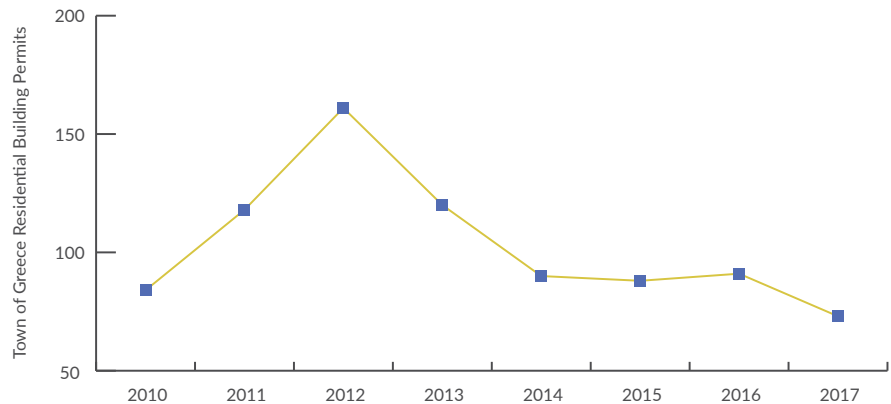


Figure 22: Greece Residential Building Permits Issued (2010-2017)

Source: Town of Greece

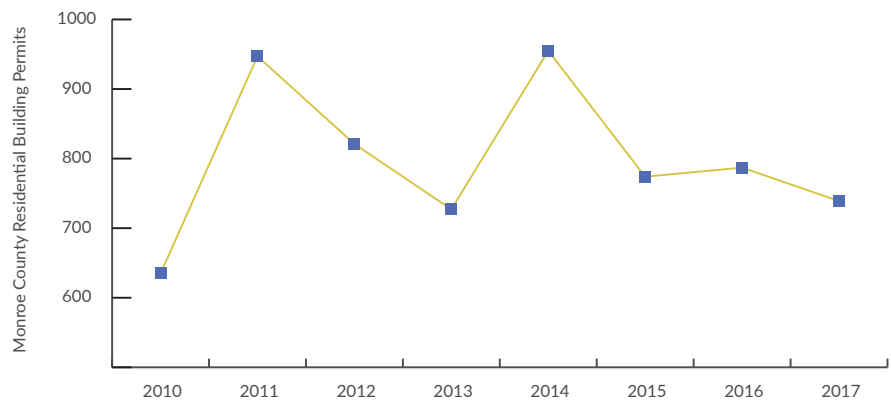


Figure 23: Monroe County Residential Building Permits Issued (2010-2017)

Source: Town of Greece

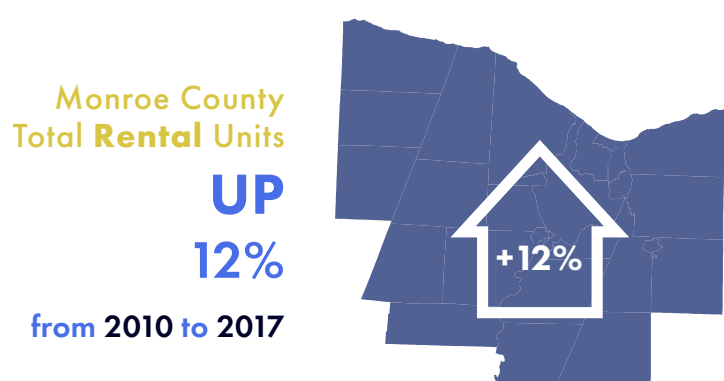


Figure 24: 2017 Rental Units in Greece and Monroe County

Source: 2010 and 2017 American Community Survey



## Housing in Greece

Historically, residential development in Greece has been largely comprised of single family housing units. Greece developed as a bedroom community for people commuting to work with large nearby employers, particularly Kodak. The majority of Greece housing consists of single family homes in suburban neighborhoods.

Demand for residential development has historically been quite high in Greece. In recent years, however, development of single family units have begun to decline. Single family development decreased by 48% from 2012 to 2018. This could be attributed to many different reasons, including changing housing preferences and the needs of millennials and seniors. In any event, new single family units are being produced in far fewer numbers than in the past years.

Multifamily residential development has also decreased between 2012 and 2018, although this has been less consistent. In fact, there have been a few recent spikes in multifamily development, especially in 2016 and 2018. These trends may reflect larger aforementioned changes in housing desires and needs. There may be a higher demand for rental units, apartments, and senior housing in place of traditional single family development.



*Greece has a large stock of quality homes and neighborhoods that could be attractive to many different groups of both homebuyers and renters.. Source: Ivana Casilio, 2020.*

## Greece Housing at a Glance

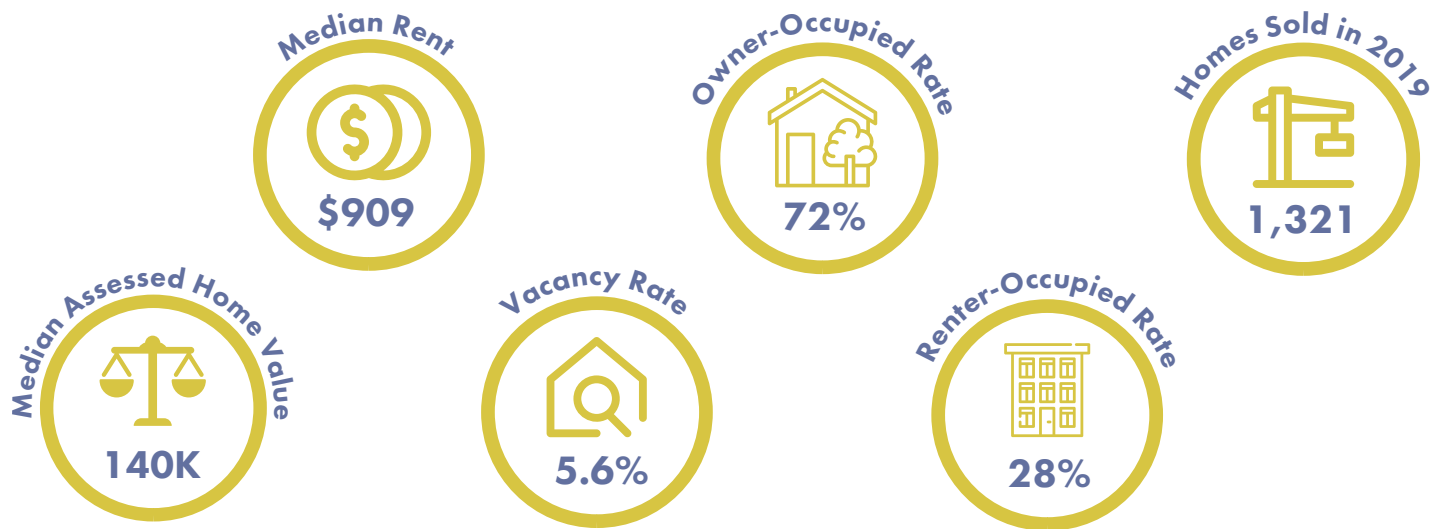


Figure 25: Greece Housing at a Glance

Source: 2017 American Community Survey; and the Greater Rochester Association of Realtors

### Rental Properties

The renting of single family homes is a phenomenon that has been occurring in numerous communities, and Greece is no exception. There are several reasons why homeowners choose to rent their homes. One common reason is when the mortgage has been paid and the owner looks to sell and the home has not increased in value to the extent that they were expecting. When rental demand is high homeowners find that renting the property is more lucrative than selling.

Figure 26 on the following page shows the location of all residential properties with current rental registrations. According to the property code designated by the assessor, 631 of the 702 properties are single family homes. The majority of these rental properties are located in the eastern part of Greece near the City of Rochester.

The Town manages rental properties through a system of permits and periodic inspections. It's important to note, however, that this data does not include some of the recent larger housing developments that did not require a rental registration.

**90%** of registered rental units are **single family homes**

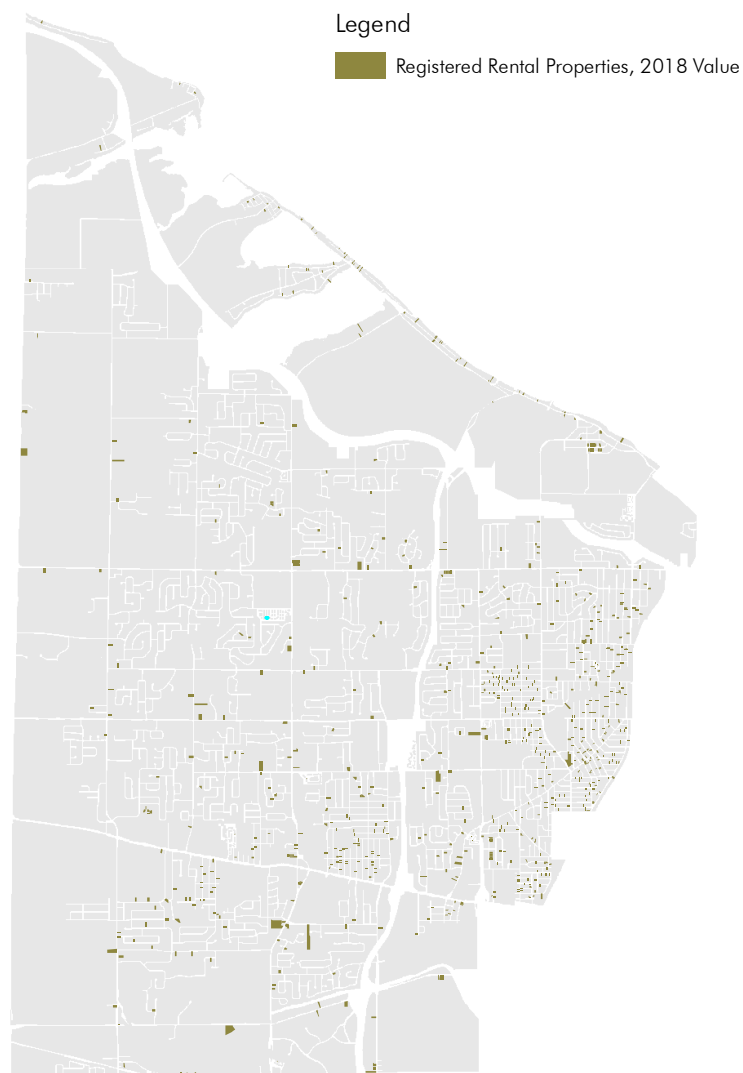
*Greece Registered Rentals*

*Source: Town of Greece*

From 2010 to 2017,  
gross median rent  
**increased by 21%**

*Greece Median Rent*

*Source: 2017 American Community Survey*



*Figure 26: Registered Residential Rental Properties in Greece*

*Source: Town of Greece*

**\$93,000**

Single family homes that are registered as rental properties are **lower in median assessed value** than owner-occupied single family homes.

**\$124,000**

*Value of Registered Rentals*

*Source: Town of Greece, 2018*



## Home Value

The Town of Greece is one of the most heavily populated Towns in New York State with more than 43,000 residential units, including single family homes as well as multifamily homes, for a population of 96,000 people (ACS 2013-2017). Median assessed home values for Greece have gradually increased from \$123,700 in 2010 to \$140,000 in 2019. A majority of the Greece residential properties that were assessed at \$100,000 or less in 2018 are located on the eastern side of the Town near Rochester. This is also where many of the registered rental properties are located.

This does not imply that these residential properties are of lower quality or in disrepair, but this area of the Town is likely more susceptible to property maintenance issues in the future because of the high proportion of rentals. Greece should continue to monitor for growth in renter-occupied homes in this area in order to head off any potential issues in property maintenance. Both millennials and seniors might find this area attractive. First-time home buyers and empty-nesters looking to downsize could view this as an opportunity to find an affordable home in a compact and walkable neighborhood.

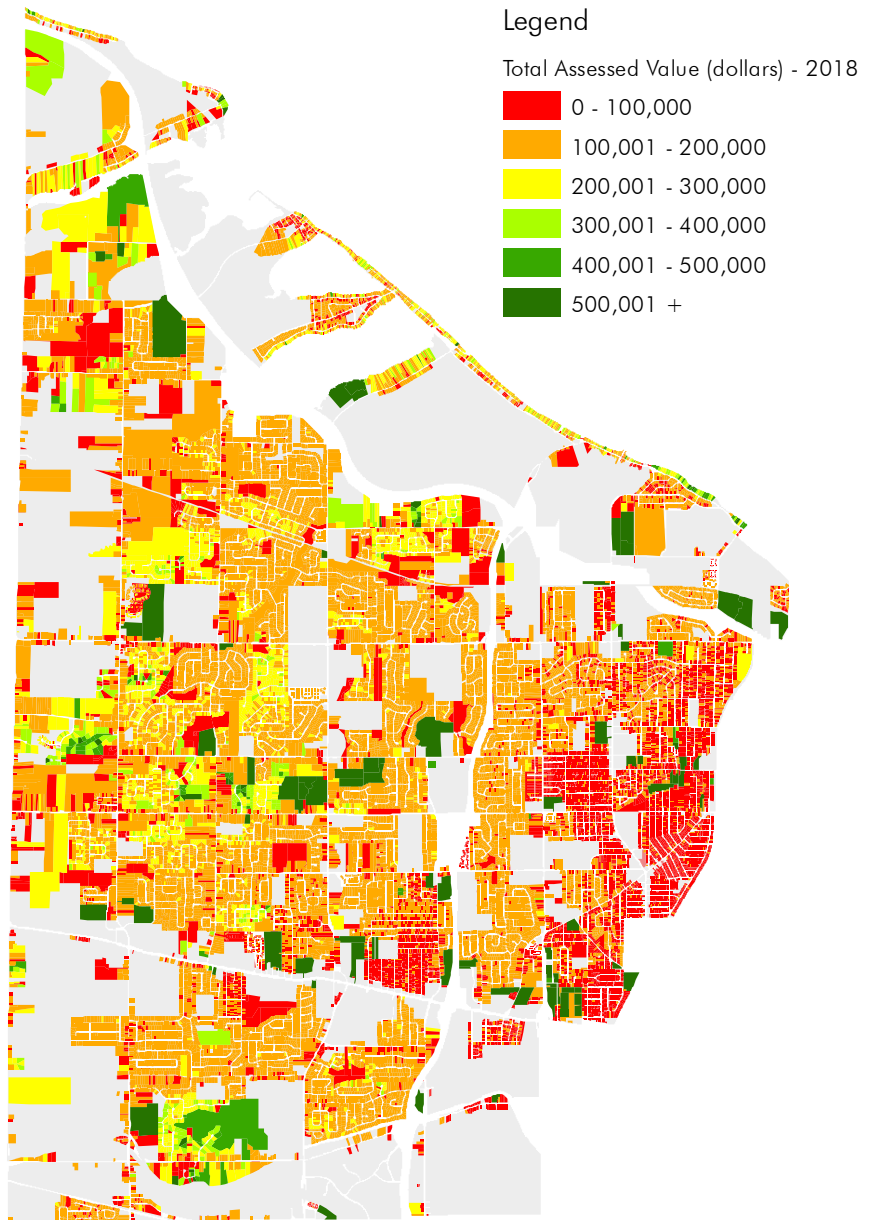


Figure 27: Total Assessed Value for Residential Properties in Greece

Source: Town of Greece

## Median Home Sale Price Between 2014 and 3rd Quarter of 2019

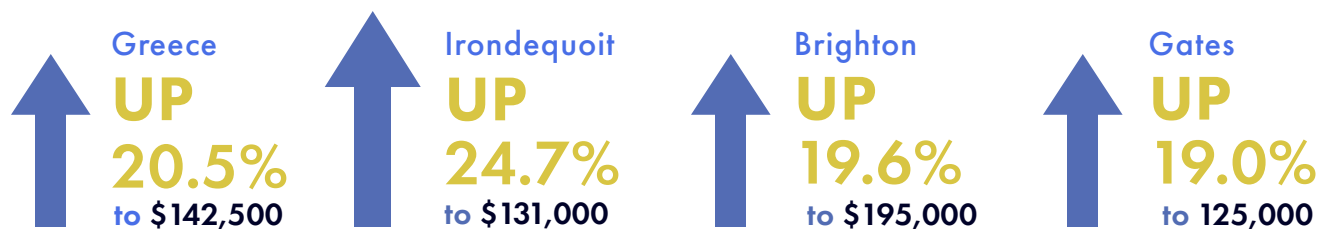


Figure 28: Greece Median Sale Price

Source: The Greater Rochester Association of Realtors - These numbers reflect year-to-date home sales in the Towns of Greece, Irondequoit, Brighton, and Gates through the third quarter of 2019

# HOUSING GOALS

In order to capitalize on our emerging opportunities and continue to improve our quality of life, the Town has established the following housing goals...

1. Continue to maintain good housing stock.
2. Revitalize and maintain the character of older existing neighborhoods.
3. Encourage infill development to optimize use of existing infrastructure.
4. Adapt to current housing trends.

These goals are described in further detail on the following pages. In order to successfully achieve these goals, the Town will pursue a series of actions that include but are not limited to capital improvement projects, regulatory revisions, and partnerships with local, state, and federal agencies.

## 1. Continue to maintain good housing stock.

The Town of Greece has approximately 31,832 residential properties and more than 43,000 residential units, including townhomes and apartments. The variety of housing types has made Greece a desirable place to live for people of all ages and means, and likely helps account for high residential occupancy. It should be noted that the number of vacant homes has declined since 2017 as well.

According to Town Building Department data, the Town had 199 vacant residential homes in 2017 and 128 vacant homes in 2018. Much of this reduction in vacant residential structures can be attributed to the Town's Vacant and Defaulted Mortgage Property Registry, enacted in 2016, which established mechanisms for addressing issues associated with foreclosed properties. Over 70% of homes in the Town have been built since 1960 and only 10% of

homes were built prior to World War II. Much of Greece's older housing stock lies within the eastern portion of the Town, primarily east of Long Pond Road and bordering the city line to the east; the Town of Gates to the south and along Lake Ontario to the north. This entire area contains the oldest and most dense neighborhoods within the Town limits. The need to upgrade the older stock to meet the changes in lifestyle, market trends and to avoid being a future case for urban blight is a genuine concern. The Town strives to maintain high quality housing stock. In addition to a long standing and robust enforcement of residential property maintenance codes, Greece has recently enacted local laws designed to manage a growing trend toward rental of single-family homes (including seasonal rentals in waterfront areas) and to hold lenders accountable in foreclosure situations. The result of these policies is a housing inventory that maintains or increases in value over time. The Greater Rochester

Association of Realtors' 3rd Quarter MarketWatch Report indicates a median year-to-date (YTD) sale value of \$142,500, which is up 7% from this time last year. The average sale price per square foot in Greece is \$94, up 11.2% since last year. Greece's stock of quality single family homes is one of the community's greatest assets and these existing policies and programs should be maintained into the future.

The Town should conduct an update to the **1995 Landmark Historic Resource Survey.**



*Greece has a wide range of housing styles that were developed over the last Century. The images above show some examples of older homes (left) to newer construction (right). Source: Google Streetview, 2020.*



## 2. Revitalize and maintain the character of older existing neighborhoods.

Since August of 1976, the Town of Greece has been successfully obtaining United States Department of Housing and Urban Development (HUD) Community Development Block Grant (CDBG) funding that funds Greece Residential Improvement Program (GRIP). GRIP provides grants to income-eligible homeowners that meet federal low-moderate income limits. Under this program, homeowner's that meet all HUD and Town requirements can receive grants to pay for a home repair or improvement project. The purpose of this program is to identify and address needed home repairs and rehabilitation activities to achieve safe and decent housing. The program utilizes home improvement activities that eliminate unsafe, unhealthy, and hazardous conditions that will bring the dwelling from substandard to standard living conditions. Program funds are further used for the preservation of housing stock, not routine maintenance, remodeling or cosmetic improvements.

The Town is also part of an overall consortium with the County of Monroe and the Town of Irondequoit, and is eligible for Monroe County Home Improvement Program (MCHIP) funding; also known as HOME funds that are provided to the Town, via the County, which is also HUD funded. Similar to the GRIP program,

homeowners must meet all HUD and county requirements for grant approval.

Town CDBG grant funds also assist with community development needs, including the upgrading or replacement of outdated and inadequate public infrastructure systems within specific target areas, typically the older areas of Town (i.e. Dewey/Stone area). These infrastructure systems include roads, sidewalks, sewers, street furniture and neighborhood parks. The Town also provides for the maintenance and planting of street trees located in the Town's right-of-ways. These priority non-housing public needs continually serve these older (and newer) neighborhoods by replacement of deteriorated or obsolete public infrastructure and provides for better roadways and underground utilities, as well as aesthetically pleasing streetscapes that add to property values.

Greece has focused considerable attention and resources on the Dewey Avenue/Stone Road area over the last several years. This is an older neighborhood located in eastern Greece, which contains the bulk of the community's housing stock. Past efforts include three planning studies commissioned by the Town, which provided information, policies, and strategies needed to address area concerns and priorities.

In early 2012, the Town adopted a new zoning district along the Dewey Avenue corridor. The Dewey Avenue Mixed Use District (DMU) was created to foster a combination of appropriately scaled land uses and activities that not only support the Town's 2001 Master Plan and 2007 Corridor Study, but it has created a blend of retail, office, civic and residential uses within the existing commercial areas that contribute to the vitality of the surrounding dense neighborhoods.

In many ways, the DMU District has been a learning experience for the Town. Successes in the Dewey Avenue Corridor have encouraged the Town to begin using certain aspects of the DMU model elsewhere. The principles established in the DMU need not only apply to older areas in need of revitalization. Walkability, architectural quality, and more thoughtful integration of commercial and residential land uses have become mainstays of the Town's development review process. In some cases requiring deviation from existing zoning codes to accommodate a more desirable character of development. This is indicative of the need to expand these principles and development standards to other areas. The Town should consider incorporating design standards established in the DMU into other existing zoning districts, as well as establishing new districts based on the same model.

### 3. Encourage infill development to optimize use of existing infrastructure.

For some communities, residential infill is an option to satisfy demand for additional housing and also represents an opportunity for municipalities to use land, infrastructure, and services more efficiently. Consideration should be given to a template for in-fill residential development which would be characterized by a variety of housing types (i.e., smaller single-family homes, townhomes, etc.) and a general increase in density within existing developed areas.

Infill development makes better use of increasingly limited residential zoned lands and provides an efficient use of public funds, especially when infrastructure is already in place. Typical subdivisions require costly and redundant municipal infrastructure to function while furthering dependence on non-renewable energy sources. The Town will save on infrastructure costs such as roads and sewers when serving higher-density, infill development. Savings can be expected when there is a decreased need to design, construct, and maintain infrastructure for transportation systems, water and wastewater, electricity, telecommunication, and other utilities.

Additionally, infill development presents opportunities to improve pedestrian connectivity and availability of retail and services in existing neighborhoods. Communities similar to Greece are working to expand housing choice and affordability in existing residential neighborhoods by encouraging incremental integration of medium and high density residential development. This could be in the form of townhomes, and smaller scale single-family homes.

Successful planning for sensitive residential infill requires establishing clear policy guidance for different subareas based on the existing or desired future character of those areas. For many growing communities, changing demographics and housing preferences can lead to tensions over balancing the demand for new housing with resident concerns related to neighborhood change. Furthermore, challenging site conditions or insufficient infrastructure could discourage developers from building new infill housing that is in line with the community's vision.

The Town should consider zoning tools that accommodate flexibility in design and varying density within the scope of major infill projects. A Planned Unit Development (PUD) zoning mechanism could provide a smooth transition between existing residential areas and the increased density and housing variety being demanded in today's housing market.



*The type, density, and character of residential infill in the Town may vary based on current housing needs and trends. Above are three examples of mixed density and small lot single-family neighborhoods.*

#### 4. Adapt to current housing trends.

Construction of new single-family homes has declined in Greece over the past 10 years, while sales of existing single-family homes have increased according to Monroe County Real Property data. This may be driven by affordability of existing properties versus the cost of building new. Similarly, local home builders are under market pressure to provide smaller, less costly single-family and townhome options which require minimal maintenance and are desired by both seniors and millennials. While there is still a high owner-occupied rate of single-family homes in the Town, there is a deficiency in the housing types being demanded by today's home buyers.

National trends showed that in past years, home ownership amongst millennials was growing stagnant and thus, responsible for a slowdown in the growth of home values. But

more recent studies are now showing that homeownership rates among millennials are on the rise, which may be reflective of response to market demand in other communities.

Greece offers attractive alternatives to home ownership in the form of quality townhomes and apartments. Townhomes and apartments in Greece fetch a median rent of over \$900 per month, which is below state and national averages but consistent with other Monroe County and Upstate New York communities. This stock of high quality and affordable rental options becomes an asset as housing preferences shift in Greece as they have across New York State and around the country.

Trends are moving toward more compact development that would serve the needs of both seniors and millennials alike, while integrating density and compatibility of residential land uses. Residential

infill development refers to "the development of new housing on vacant or underutilized land or buildings in previously developed areas". The term encompasses a variety of development such as:

- New smaller scale, single-family dwellings in established neighborhoods;
- Multi-family residences placed in strategic locations;
- An entirely new residential neighborhood on a remnant or previously developed parcel; or
- Residential units placed in the upper floors of a building.

In order to capitalize on current housing trends, the Town should continue to work closely with developers to minimize barriers that may inhibit housing options that are considered desirable by the community.



*The Town of Greece has a variety of quality townhomes that provide more diverse multifamily and rental options. The images shown above are existing examples of townhome development in Greece. Source: Ivana Casilio, 2020.*



# AN EXTENSIVE WATERFRONT





# BACKGROUND

## The Way We Use and View Waterfronts Have Changed

For centuries we viewed our waterways primarily through a utilitarian lens. We used them for food, transportation, and trade but we also dumped waste and chemicals in them, and as a result many became dirty and polluted. At that time, we had little to no regard for the environmental quality of the water or the habitats adjacent to them. However, in the early and mid 20th century, waterfronts began to change. Environmental regulations were enacted and initiatives were developed to improve water quality and protect natural resources. Over several decades many of our waterways improved but it wasn't until the 1970s and 1980s that we started to focus on the reuse of waterfront land and our physical connection to it. It started in the 1970's, when Baltimore, Maryland initiated the redevelopment of its inner harbor, converting old, underused waterfront property into economically viable space. The Inner Harbor has been described by the Urban Land Institute as the "model for post-industrial waterfront redevelopment around the world." Since then, many communities throughout the United States have reinvented their waterfronts. However, these efforts are not limited to major cities such as Baltimore and Boston. Towns and villages throughout Upstate New York are also rediscovering their waterfronts as economic

and recreational opportunities. Communities along waterways such as the Hudson River, Genesee River, Lake Ontario, Erie Canal, and the Finger Lakes are redeveloping vacant and underutilized buildings and sites, investing in public access to the water, and building parks and trails. The value of waterfront property continues to rise and so does the tax revenue generated and the quality of life for residents.

Greece's waterfront - both the Lake Ontario shoreline and the banks of the Erie Canal - are important to Greece's history. Braddock Bay and the Lake Ontario shoreline never developed into the center for Great Lakes trade as some envisioned. However, the area did materialize as a resort destination that included hotels, restaurants, parks, concession stands and a trolley.

Along the Erie Canal, the hamlet of South Greece (also called Henpeck) grew at a bend in the Canal at Elmgrove Road. It was a break-bulk point for canal freight and included warehouses, groceries, an inn, post office, blacksmith shop and a school, as well as a number of homes. A century later, when the Barge Canal was constructed, the canal alignment was straightened and the bed of the Canal was moved to its present location on the south side of the settlement.

Today, the Greece waterfront remains a tremendous asset. The Lake area includes a combination of parks, environmental conservation areas, marinas, and residential development. The Canal area includes parks, an office park, a marina, and an abundance of privately owned vacant land.



*The former Odenbach site adjacent to Lake Ontario was once a major shipbuilding location. The ships were launched then floated down a man-made channel into Round Pound and then into Lake Ontario, making their way to the Atlantic Ocean via the St. Lawrence River.*

## Planning for Our Waterfront

Waterfront planning and development has taken many different courses over the last several decades. For some urban communities it's consisted of entertainment and mixed-use development and for others it's focused on recreation and environmental protection. Regardless of the focus, communities are faced with a host of issues when planning

for an underutilized waterfront. Questions that need to be asked before undertaking a waterfront planning project include: What is the vision for this waterfront? What happens after the vision is developed? What can the municipality do to stimulate private sector investment?

Over the last several decades Greece has prepared several plans and studies that address the waterfront including the Barge Canal Access Study, the Erie Canal Plan, and a Draft Local Waterfront Revitalization Program. These studies convey a community-based vision and provide a solid foundation to build upon.

## WATERFRONT PLANNING 101

Key waterfront planning components include:

### Water-dependent Uses

A water-dependent use is an activity which can only be conducted on, in, over, or adjacent to a water body because such activity requires direct access to that water body, and which involves, as an integral part of such activity, the use of the water. Water-dependent uses include marinas, boater services, and some industrial uses.



*Braddock Bay Marina is a good example of a water-dependent use.*

### Water-enhanced Uses

A water-enhanced use or activity is one that does not require a location adjacent to the water but whose location on the waterfront adds to the public use and enjoyment of the water's edge. Water-enhanced uses are primarily recreational, cultural, retail or entertainment.



*A restaurant is a good example of a water-enhanced use.*



### Public Access to the Water

A key ingredient in all waterfront planning is maintaining and, when practicable, improving public access to the water. Access can happen in many ways but relies on creating physical access and/or visual access.



## Greece Has Two Distinct Waterfront Areas

Greece's waterfront is a tremendous community asset that adds value to property, provides recreational opportunities, and enhances the quality-of-life for our residents. The Town has two distinct waterfront areas, the coastal area of Lake Ontario and the inland waterway area of the Erie Canal.

### Lake Ontario

The Lake Ontario area consists of a combination of privately owned residential properties along and adjacent to the Lake Ontario shoreline and the Braddock Bay Fish and Wildlife Management Area. This area is popular for fishing and boating and contains the Braddock Bay Park and Marina.

Braddock Bay Fish and Wildlife Management Area is a 2,500-acre shallow water and marshland complex that includes Buck Pond, Long Pond, Cranberry Pond, Braddock Bay, and

Rose Marsh. All of the ponds are connected to the lake by intermittent channels, which plug and open up as lake currents and wave action change the character of the gravel and sand barrier bars. This ecosystem provides excellent nesting, resting, and feeding habitats for waterfowl, shorebirds, songbirds, raptors, and marsh birds. In addition to the marsh areas, there are wooded areas, grasslands, and shrublands. The area is a noted hawk, songbird and owl migration corridor and observation area.

Within the Braddock Bay Fish and Wildlife Management Area is Braddock Bay Park. This 375-acre town operated park is owned by the State of New York but is under a 99 year lease to the Town. The Town recently made significant improvements to the park which now features a playground, two lodges, pavilions, and a bird watching platform. It is a renowned for being an excellent bird-

watching location. Raptors and other birds congregate here when migrating north in the Spring.

### Braddock Bay

The Braddock Bay wetland complex is the largest coastal wetland area on Lake Ontario's south shore and has been the recipient of millions of dollars in federal wetland restoration projects. Over the last 10 years alone, these projects have improved the quality of habitat in each of the waterbodies within the Management Area, with the exception of Cranberry Pond which is the subject of a coming restoration effort spearheaded by Ducks Unlimited. Braddock Bay and the surrounding management area is a regionally significant migratory bird habitat which has attracted collaborative preservation efforts on the part of US Environmental Protection Agency, US Fish and Wildlife Service, US Army Corps of Engineers, NYS Department of

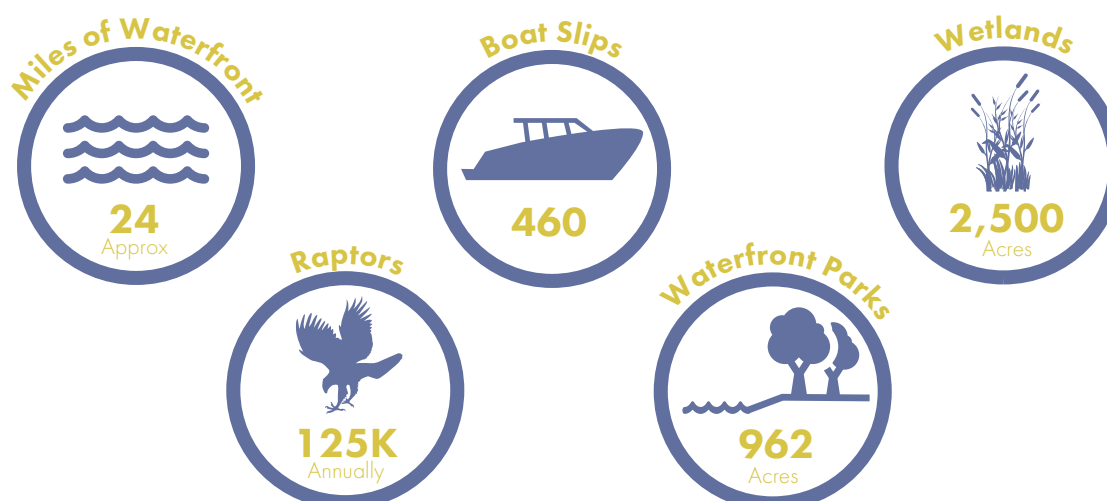


Figure 29: Waterfront at a Glance

Source: Town of Greece Parks and Recreation Master Plan, Ingalls Planning & Design

Environmental Conservation and Department of State, as well private preservation partners like Ducks Unlimited, The Nature Conservancy, Genesee Land Trust, SUNY Brockport, Rochester Birding Association, and others.

At the center of these habitat restoration efforts is the EPA-funded Braddock Bay Coastal Wetland Restoration Project, which was completed in 2018. The project included construction of a 1600' barrier beach structure in the mouth of the bay designed to prevent further erosion of valuable wetland habitat from Lake Ontario wave action. This project was able to secure necessary federal funding in part due to the secondary navigation benefits resulting from construction of the Barrier Beach. The new construction require displacement of the existing navigation channel between the bay and Lake Ontario, which had suffered for decades from a constant buildup

of lake sediment. The original channel was poorly located with respect to prevailing wind and wave direction, which resulted in a need for near constant dredging.

The cost and regulatory burden of constant dredging eventually left the channel impassable during portions of the boating season. Consequently, recreational boating subsided in the bay and area marinas suffered severe economic losses, including the town-operated 300-slip marina located in Braddock Bay Park. By the time the EPA project came to fruition, the Town's marina had just 26 out of 300 slips occupied and the marina infrastructure had fallen into disrepair due to a lack of revenue. As a result of the restoration project, the channel was moved to a more suitable location, less susceptible to lake sediment. Sediment excavated to establish the channel was used to construct the barrier beach, making



*A snowy owl atop the barrier beach in the Braddock Bay area. Photo by Greg Lawrence*

the project a success for both habitat preservationists and recreational boaters alike. The project paved the way for public and private investment in the Town's marina and slip rentals soared immediately to more than 200 in the first and second year following the project. Other private marinas have also begun to reinvest, which presents significant opportunities for the Town's waterfront economy.



*Braddock Bay Park provides one of the most productive sites in Monroe County for birdwatching. It draws people from throughout the region to its hawk watch platform and the wetland boardwalk on Braddock Bay.*

In addition to recreational boating and quality habitat for resident wildlife, the Braddock Bay area presents unique recreational opportunities not available in other area communities. Braddock Bay is the only state-owned land in Monroe County with the Wildlife Management Area designation, which offers a full variety of outdoor recreational opportunities, including hunting, trapping and fishing. The Town continues to work in partnership with NYSDEC to maintain

and improve access facilities and trails, and area birding organizations offer unique birding opportunities and programs to the public, which augment the many recreational opportunities offered by the Town. Braddock Bay Raptor Research, a local non-profit birding organization has consistently reported 100-150 or more registrations annually for its programs. These programs, and the other unique recreational opportunities available around Braddock Bay contribute

significantly to the Town's waterfront character and are the basis of an eco-tourism economy that the Town should continue to support.

## LAKE LEVEL IS OF GREAT CONCERN

In 2017 historic Lake Ontario flooding impacted hundreds of properties and caused hundreds of thousands of dollars in damage along the Greece shoreline. It was reported that it was the worst flooding from Lake Ontario in more than 100 years. The Town deployed more than 250,000 sandbags and spent millions of its own money on recovery and flood mitigation measures.

Many people believe that Plan 2014, which is the plan formulated by the International Joint Commission, involving representatives of the U.S. and Canada, is partly to blame for the higher lake levels in recent years. That plan allows for wider variations in lake levels. However, experts state that unusually heavy rainfall and early snow melt were to blame for the flooding problems all along the lake Ontario shoreline in 2017.

The Town is taking a proactive approach to flood mitigation. In the fall of 2018, the Town completed the installation of a flood control earthen berm along the shoreline of Round Pond, near Edgemere Drive. The berm was constructed in response to the 2017 flooding event when the level of Round Pond rose along with Lake Ontario, causing several homes and the nearby section of Edgemere Drive to be flooded for several months.

Approximately 2,800 properties in the Town of Greece have been identified as subject to flooding by FEMA. Early indicators in the spring and summer of 2019 show that the threat of flooding is still present.



Edgemere Drive was one of the hardest hit areas in the Town. Photo credit: [www.democratandchronicle.com](http://www.democratandchronicle.com)



## Erie Canal

The Erie Canal area is comprised of a mix of uses including office, retail, and residential. Previously prepared plans and studies call for a combination of water-dependent and water-enhanced uses and enhanced access to the water. The area includes two parks: Henpeck Park and Greece Canal Park, which is owned and operated by Monroe County. The Erie Canal is a significant opportunity for the Town. Unlike many Canal communities like Fairport, Pittsford, and Brockport, Greece does not currently have a landing for boaters and trail users to dock and obtain supplies and services.

Like Braddock Bay, the Erie Canal is a regional asset which has enormous potential to contribute to the Town's character and economy. Greece has enacted zoning districts specifically applicable to the Erie Canal waterfront area which provide opportunities for low impact office and manufacturing, with small-scale water-oriented retail, recreational, and some limited residential uses immediately adjoining the waterway. Some limited construction has already occurred in the area, and the right project is needed to jump start development of the waterfront portion.



*Greece Canal Park (above) is a 4-acre waterfront park located on the Erie Canal. Owned by the NYS Canal Corporation, this popular park is set along the popular Canalway Trail. It includes grills, picnic tables, fishing access, and a car top boat launch. Historical markers located along the trail describe Henpeck as the Port of South Greece, boasting a grocery store, post office, schoolhouse and more. (Photo: daytrippingroc.com)*

# WATERFRONT GOALS

In order to capitalize on our emerging opportunities and continue to improve our quality of life, the Town has established the following waterfront goals...

1. Increase waterfront resiliency to protect public and private investment.
2. Actively pursue development opportunities for the Town's Erie Canal Waterfront Development District (Northampton Landing).
3. Leverage unique character and eco-tourism opportunities of the Braddock Bay area.
4. Capitalize on waterfront areas for water-dependent and water-enhanced uses, including local businesses, and access for recreational use.
5. Protect environmentally sensitive areas.
6. Develop a land use plan for the Ling Road waterfront area.

These goals are described in further detail on the following pages. In order to successfully achieve these goals, the Town will pursue a series of actions that include but are not limited to capital improvement projects, regulatory revisions, and partnerships with local, state, and federal agencies.

## 1. Increase waterfront resiliency to protect public and private investment.

During the high-water events in 2017 and 2019, waterfront areas experienced significant flooding for extended periods of time. This occurred along the coastline of Lake Ontario, Long Pond, Cranberry Pond, Buck Pond and Round Pond. The short-term effects lasted approximately three months in each of the two flood events. The long-term effects, in some situations, have taken the Town and residents two years to address. Some issues associated with the long-term high-water event remain unresolved.

In 2018, Greece secured \$25,000 in funding from New York SeaGrant to perform a detailed study of waterfront infrastructure. The study recommended possible system repairs and upgrades to increase resiliency in waterfront neighborhoods. Greece acted quickly on these recommendations, installing flood barriers and storm sewer valves to prevent backflow of lake water in critical areas which greatly minimized costly damage to

public and private property when flood waters returned in 2019. The study also positioned the Town to secure an additional \$12.1M in 2019 from New York State's Resiliency and Economic Development Initiative (REDI). This funding will allow the Town to further upgrade infrastructure in critical areas. The Town should continue to work with the State and pursue available funding that could be available through REDI and any other resiliency funding programs.

Greece is among the most proactive south shore communities with respect to Lake Ontario water levels and shoreline resiliency. Town officials are in regular contact with state and federal agencies and maintain an open dialogue with the International Joint Commission and Lake Ontario-Saint Lawrence River Board.

In 2014 Greece, the Town of Parma, and the Village of Hilton committed to working through the Flood Smart Communities Approach. Over the course of two years, the three municipalities worked through the steps of the Flood Smart Communities

approach, including a possible formalized decision-making process with community-specific assessments. The Town of Greece has pursued many of the recommendations that resulted from the Flood Smart Communities approach, including utilizing the Community Rating System (CRS) through the National Flood Insurance Program (NFIP). Greece has improved their rating from an 8 in 2014 to a 6 in 2018 (Greece has the best rating in New York State). In addition to acknowledging the Town's responsible management of flood plain resources, the low CRS rating also entitles flood plain property owners with discounted flood insurance premiums. As flood risk becomes more of an issue in the Town's waterfront area, and as federal flood insurance requirements evolve, access to affordable flood insurance will become more important to waterfront property owners and the Town's waterfront economy in general. The Town should continue to be a leader in floodplain management and exceed the requirements for the NFIP to continue lowering the Town's CRS rating.



*The Town of Greece has been proactive in its pursuit of methods and tools that will help alleviate flooding along Lake Ontario. Pictured to the left are flood barriers, a strategy that the Town has been employing since severe flooding in 2017.*

*Source: Wikimedia, Douglas Jones, 2013*



## 2. Actively pursue development opportunities for the Town's Erie Canal Waterfront Development District (Northampton Landing).

Vacant and under-utilized land adjacent to the Erie Canal along the southern boundary of the Town provides an opportunity for economic development and improve public access to the Canal. A concept plan for the Northampton Landing – the land along the south side of the Canal between Long Pond Road and Manitou Road - was completed in 2004 and provided a general blueprint for land use. The concept includes nearly 2,000,000 square feet of commercial/industrial space and 400,000 square feet of mixed-

use. Two proposed mixed-use nodes called “East Port” and “West Port” includes docking, a small marina and a public boardwalk along the south side of the canal. The Town's 2001 Master Plan also identified the potential for a mixed-use node along the canal in this area.

These plans, while dated, provide general concepts for development. However, the Town should consider updating these concepts to reflect the shifts in the industrial and commercial markets moving away from large single use developments. A focus on walkable mixed-use with a significant residential component should be considered in any updated concepts. Past plans have identified residential uses but did not emphasize it. Encouraging a mix of higher density housing options in close proximity to

the Canal could provide the spark this area needs to initiate mixed-use development. The canal trail, boating, and small craft recreation could be leveraged to better encourage residential development in this area.

The Town's existing Waterfront District (WD) provides the base regulatory framework needed to move these concepts forward. However, the Town should reconsider the existing Flexible Office/Industrial (FOI) District to determine if it is the most effective tool considering modern markets and recent trends. If needed, the district should be updated or a portion of the area currently zoned FOI should be changed to WD.



*There are several under-developed locations along the south bank of the Erie Canal in the Northampton area that would benefit from new development opportunities.*

### 3. Leverage unique character and eco-tourism opportunities of the Braddock Bay area.

Greece has heavily invested in improving the Westpoint Marina in Braddock Bay. Boat slip rentals have increased by 88% in the last three years, and nearly 70% of the slips were rented in 2019. Investments in the marina and the inclusion of a navigation channel have greatly improved conditions for recreational boaters and have heavily contributed to the Town's waterfront economy.

The many improvements to the Braddock Bay area have led to improved public access and recreation for all people, regardless of age or income level. The barrier beach and emergent wetland previously constructed as part of a \$9.5 million project to restore the bay's ecosystem, provides a beach habitat that is beneficial to shorebirds while also lowering wave energy in the bay which promotes expansion and diversification of vegetation important to fish. The Bay is a popular area for birdwatching because it is a hotspot for millions of migrating birds returning north each spring. Much of the work that has recently been carried out for Braddock Bay would support an increase in some of these unique eco-tourism opportunities in the area. Greece will continue to pursue extended trail access in the bay area to create additional birdwatching opportunities. In addition, the Town intends to work with local partners



*The Braddock Bay Bird Observatory is a non-profit organization dedicated to ornithological research, education and conservation. The Observatory's primary research facility is the Kaiser-Manitou Beach Banding Station, which is located at the end of Manitou Beach Road in the Town of Greece. The Observatory is open to the public and operates daily from April to June and August through October starting at sunrise. The Observatory bands approximately 5,000 birds in a typical year.*



to better market to birdwatchers and other eco-tourists about everything Greece has to offer.

The Town should continue to maintain working relationships with Lake Ontario waterfront area neighborhood associations. This open dialogue was indispensable during recent flood events, and has served to inform the Town of other waterfront area concerns. Waterfront neighborhoods have not been left out of recent trends toward rental of single-family homes in the Town.



The Town should monitor the rental trend specifically in the waterfront area as it may be more seasonal in nature, which could be indicative of the area's desirability from a tourism standpoint. Understanding this trend could help to inform future land use decisions.

#### 4. Capitalize on waterfront areas for water-dependent and water-enhanced uses, including local businesses, and access for recreational use.

Providing access to the waterfront is often a goal for any community with an extensive waterfront, and Greece is fortunate to have both the Lake Ontario area and the Erie Canal corridor. Recent initiatives have included a \$1.3 million investment in the Town's public marina on Braddock Bay, which includes new docks, parking enhancements, and channel markers. Additionally, the channel in Braddock Bay has recently been refurbished and re-defined to provide easy and thoughtful navigation for recreational boating. Parks and trails in close proximity to the lake continue to be a priority.

As kayaking and canoeing continue to be popular forms of active waterfront recreation, the Town will continue to improve existing access points and consider additional locations for small-craft or hand-carry launches to access inland waterways and possibly Braddock Bay and the lake.

Much of the lakefront area is private single-family homes and that is not anticipated to change. This naturally limits opportunities for businesses, such as restaurants, and other water-enhanced uses. There are a few small areas currently zoned for limited business in the Lake Ontario waterfront area. The former Crescent Beach Restaurant on Edgemere Drive, the former Breakers Restaurant on Manitou Beach Road, and the former site of the Island Cottage Inn present opportunities for a future water-enhanced use. Small retail establishments and a number of

popular local restaurants continue to thrive in the area, providing services to neighborhood residents and attracting additional patrons to the waterfront area.

The unique local character of these restaurants contributes greatly to the character of Greece's waterfront area. The Town should continue to support and even promote these assets. The Erie Canal waterfront area provides the most opportunity for additional water-enhanced and water-dependent development. As discussed below, the Town will consider zoning and other tools to expand opportunities along the Erie Canal waterfront.



*The site of the former Crescent Beach Restaurant on Edgemere Drive. This property has been vacant for many years now and would be an ideal site for a new water-enhanced use such as a restaurant.*



## 5. Protect environmentally sensitive areas.

Braddock Bay is one of the largest coastal wetlands on the south shore of Lake Ontario and is an important ecosystem. Over time, wetland erosion and changes in the wetland plant community reduced the suitability of Braddock Bay for many organisms. The Town of Greece partnered with numerous Federal, State and Local agencies and organizations to develop and implement a plan to reduce erosion, improve habitat quality, and restore the Braddock Bay ecosystem.

The New York State Canal Corporation is carrying out an Earthen Embankment Integrity Program to ensure the continued stability of canal embankments in the Town and throughout the state. Future development on land adjacent to the canal should account for the identified canal embankment area as well as nearby wetlands and waterways. Stability of the embankment is a critical factor when considering potential downstream impacts to property, and also in maintaining the integrity of this important historic resource.

Greece will continue to work with State and Federal agencies with jurisdiction to help protect and enhance these sensitive environmental areas.

## 6. Develop a land use plan for the Ling Road waterfront area.

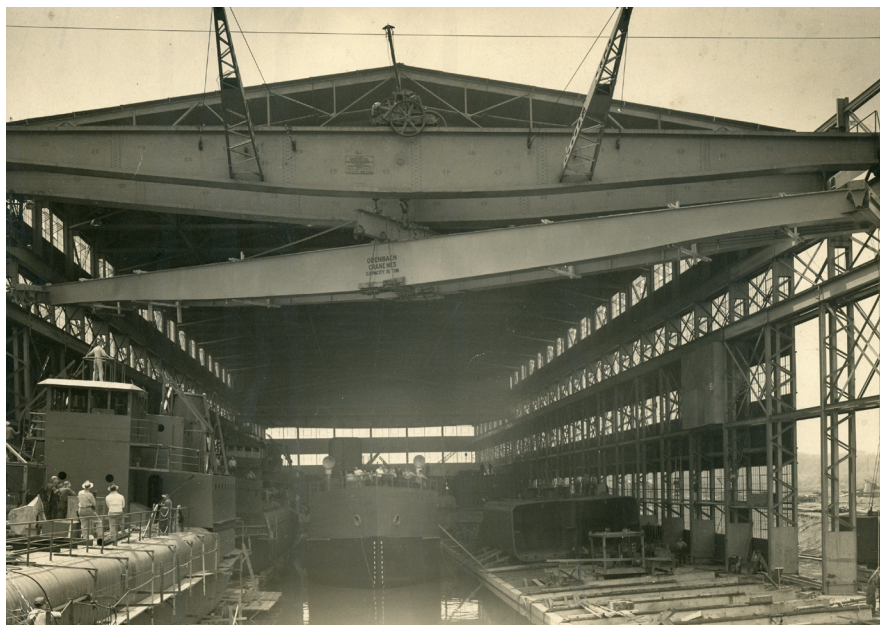
This area of the Town's Lake Ontario waterfront has begun to emerge as an opportunity for future waterfront development. The area is comprised of some mixed residential uses, a small neighborhood retail node, two golf courses, public shoreline access, some small-scale existing light industry, and some former industry uses that have now been vacated. The residential portion of this area offers somewhat unique character near the shoreline as well as existing townhomes and relatively affordable apartment housing nearby. While some retail and light industry are present, the area is under-recognized as an opportunity for economic growth.

The Town already operates a small park and fishing access site at the mouth of Slater Creek, which is one of only a handful of shoreline access points available to the public in Town. With such a wide variety of existing land uses and the potential for additional uses that engage and provide access to the waterfront, it may behoove the Town to clearly identify boundaries for the Ling Road waterfront area in order to better plan for future land use. It will also be important to develop a community vision that helps to define and inform an overall land use plan. With a vision in place, the Town will be better equipped to pursue the type of redevelopment that is desired for

this area. This vision may also lead to zoning and regulatory changes that would help ensure appropriate and desired land uses are pursued for the Ling Road area.

Existing golf courses located in the Ling Road area are an asset to the waterfront, providing recreation and some of the best views of Lake Ontario to be had in Town. Greece continues to support the existing use of these areas and places a high value on their contribution to the waterfront economy. These properties are currently zoned for relatively low-density single-family housing. As part of the Town's study of this area, thought should be given to the potential future of these properties if markets drive a change in use. Proximity to Lake Ontario makes these areas a desirable place to live. The scale and relative isolation of these properties present an opportunity to take a clean-slate approach to the pattern of residential development, including potential mixed commercial and a water-oriented uses.

Prior industrial sites, including Rochester Gas & Electric's former Russell Station coal-burning generation facility and the former Odenbach Ship Yard, and the role these sites might play in future redevelopment needs to be considered in greater detail. Long term regulatory restrictions on the future use of these sites may dictate some aspects of this area's future form but shouldn't prevent a location-



*The Odenbach site could provide a unique adaptive, blending the shipbuilding history of the site with needed redevelopment.*

specific planning effort to evaluate the area's potential. The Town is currently coordinating with state agencies to provide direction on future land use potential for the Odenbach site. A comprehensive assessment of the site's status is due in 2020 which will provide more conclusive direction on the property's future potential.

At the conclusion of a complete site assessment, it may be beneficial for the Town to pursue redevelopment through New York State's Brownfield Opportunity Areas (BOA) grant for sites such as the Odenbach site. The BOA program provides both funding and technical support to help municipalities redevelop brownfield sites.

The Odenbach site is a good candidate for redevelopment, due to its proximity to the waterfront and the potential to provide additional water-enhanced uses and/or new public access to the water. Additionally, the historic significance of the former shipbuilding site could also be included and enhance redevelopment.

Redevelopment of brownfield sites can be challenging for any community, but this could be a great opportunity for Greece to transform under-utilized and under-performing sites, eventually leading to significant environmental and economic benefits. Successful redevelopment of these larger sites should also contribute to the overall land use plan for the Ling Road area. The Town intends to coordinate its planning efforts for this area with New York State in order to pair future development or revitalization efforts with any remedial activities that result from the state's assessment of the site.

# DEVELOPMENT FRAMEWORK PLAN

One of the primary functions of a comprehensive plan is to provide communities with a foundation for investment and development. While the vision and goals of this Plan include many recommendations that apply Town-wide, there are some actions that have location specific implications. To better illustrate these implications, a Framework Plan was created.

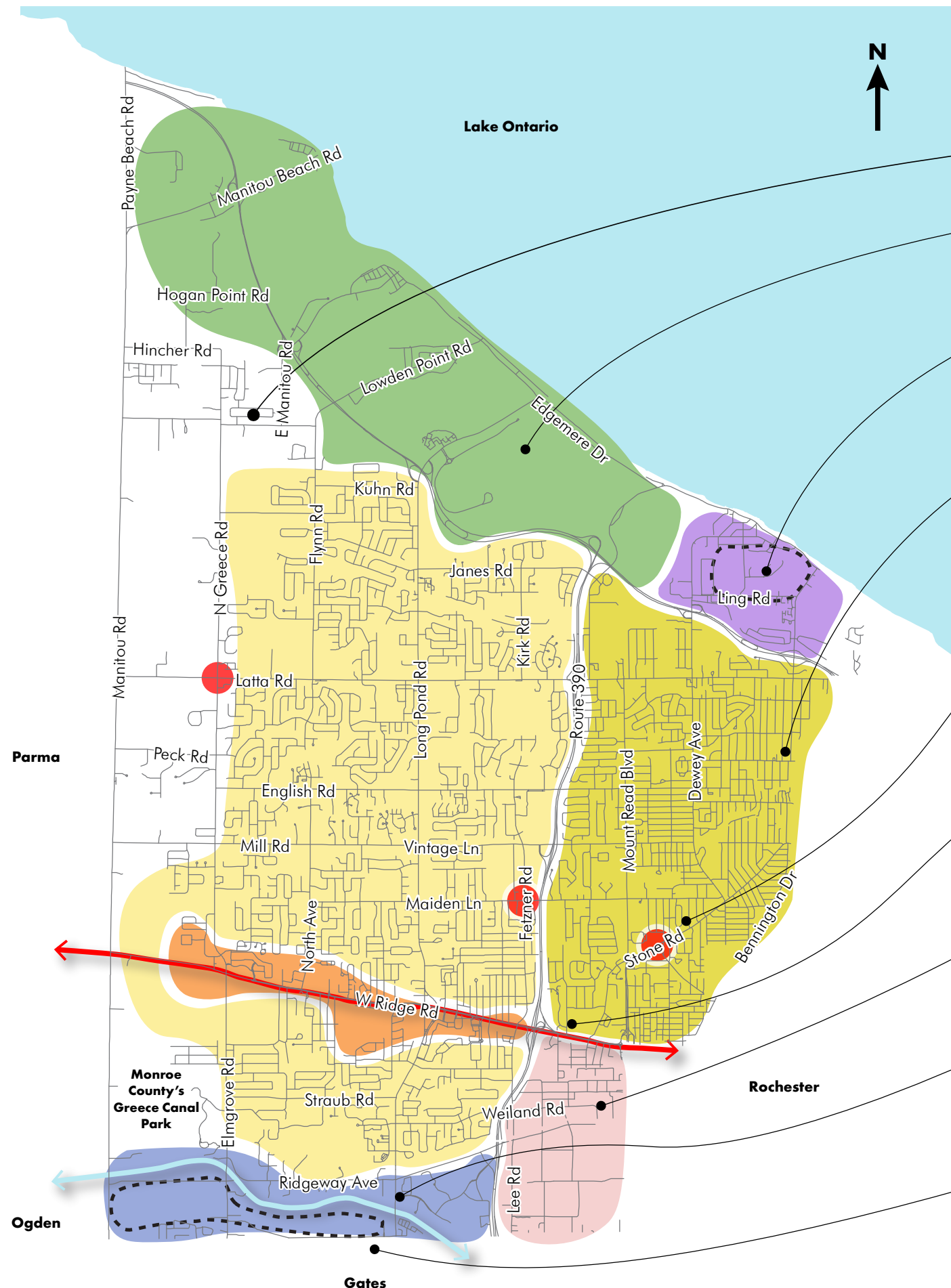
The Framework Plan, provided on the following page, is intended to serve as a visual guide for decision-makers on the physical land use and investment goals of this plan. Unlike the Town's Zoning Map, this Framework Plan does not include parcel lines nor does it illustrate clear regulatory boundaries. This is intentional.

Future land use and regulatory decisions should refer to the Framework Plan only in the context of the vision and goals identified herein. It should be noted the Framework Plan has no regulatory power on its own and should not be interpreted as such.

The purpose of identifying "character areas" in the Framework Plan is to help differentiate between major land use and character development patterns where the goals and recommendations of this Comprehensive Plan may apply. The character areas are based on existing conditions as well as the future needs, priorities, and goals of the Town identified by the Project Advisory Committee and public as part of this planning process.







- Maintain low-density single-family pattern of development and rural character.
- Increase waterfront area resiliency and leverage unique character and eco-tourism opportunities of the Braddock Bay area.
- Pursue a land use plan to reimagine properties in this area including the former Russell station coal-burning facility and the former Odenbach shipyard.
- Pursue residential infill development in older residential neighborhoods in this area. There are many opportunities to improve on vacant and/or underutilized land in some of these older neighborhoods on the eastern side of the Town.
- Create small-scale, high-density commercial nodes that can transition to complement the character of adjacent residential neighborhoods. Intersections like Stone Road and McCall Road, North Greece Road and Latta Road, and Maiden Lane and Feltzner Road provide convenient services to surrounding neighborhoods.
- Adjust zoning along the Ridge Road commercial corridor to accommodate the changing retail marketplace. Encourage mixed-use development in targeted areas along Ridge Road as a means of diversifying the tax base and allowing economic growth without sprawl.
- Encourage continued development, expansion, and innovation in Eastman Business Park and surrounding industrial areas. Prioritize development review and expedite permitting in the interest of economic development, and expanded employment opportunities.
- Leverage the Erie Canal to further unlock its potential to contribute to the Town's character and economy. The Town should pursue water-enhanced and water-dependent uses that provide people with opportunities to interact with and enjoy the Canal.
- Update concept plans for the Northampton area including mixed-use development, high-density housing options, employment opportunities, and recreational uses on and along the Canal. The Town should actively pursue a catalyst development for the Northampton area.



## Town of Greece

### Legend

- Areas to Pursue Master Planning
- Ridge Road Corridor
- Erie Canal

### Character Areas

- Braddock Bay Area/Lake Ontario Waterfront
- Older Established Residential Neighborhoods  
 ↳ Infill residential development should be prioritized and pursued here.
- Existing Residential Neighborhoods  
 ↳ Infill residential development should be prioritized and pursued here while also providing a diversity of housing opportunities and types.
- Ridge Road Commercial/Mixed Use
- Canal Business/Commercial/Mixed Use
- Eastman Business Industrial and Commercial
- Ling Road Area
- Small-Scale Commercial Nodes  
 ↳ These buffers represent a 1/4 mile radius from the intersection. This is roughly a 5-minute walk radius.

# Framework Plan

## TOWN OF GREECE Comprehensive Plan



# Town of Greece Comprehensive Plan

Land Use, Community & Economic Development